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ANALYSIS OF KEY SUCCESS FACTORS FOR
E-TAILING WEBSITES IN MALAYSIA

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CHAPTER 1. RESEARCH BACKGROUND

In Chapter 1, the author provides a broad overview of the history of Internet and then narrows it down to the emergence of E-tailing. A discussion on popular and frequently used terms such as E-business, E-commerce and E-tailing would be provided in order to distinguish the difference between the terms and to point to the focus of this thesis. Chapter 1 also covers a brief introduction to current and future trends of E-tailing in Malaysia, the scope and the objectives of this thesis, as well as the methodology used in achieving the thesis's objectives.

1.1 OVERVIEW OF INTERNET AND E-TAILING

History of the Internet began with the development of computers in the 1950s. Point-to-point communication between mainframe computers and terminals was the beginning. Since then, the development of Internet had grown in alignment with the rapid development of computers¹. E-commerce emerged during the 1990s when Internet was opened to commercial use and in 2000; E-commerce became a hit in United States and Western European where a great number of businesses represented their products or services in the World Wide Web², promoting and selling to businesses and consumers alike. Before going into a narrower focus in terms of geographical constraint, which is Malaysia, terms such as E-business, E-commerce and E-tailing would be defined in the following paragraph. E-business, E-commerce and E-tailing are used frequently and sometimes interchangeably. However, slight differences exist between these three terms, thus definitions for each term and their relationships with each other would be reviewed.

Out of the three terms, E-business and E-commerce may be better known and used more often in the business world. BusinessDictionary.com defined E-commerce as follows:

“Business conducted through the use of computers, telephones, fax machines, barcode readers, credit cards, automated teller machines (ATM) or other electronic appliances (whether or not using the internet) without the exchange of paper-based documents. It includes activities such as procurement, order entry, transaction

processing, payment, authentication and non-repudiation, inventory control, order fulfillment, and customer support.”³

Another definition by Kristie Lorettein, author for the “The Definition of eCommerce and E-business” article is as follows:

“E-commerce is the buying and selling of goods and services on the Internet or other computer network.”⁴

Kristie also defined E-business in the same article. According to Kristie, E-business carries the following definition:

“E-business refers exclusively to Internet businesses, but it may also refer to any business that uses Internet technology to improve productivity and profitably”⁵

Figure 1-1 may help to grasp a better understanding regarding the relationship between E-business and E-commerce. E-business is seen as the bigger concept and E-commerce is a subset of E-business.

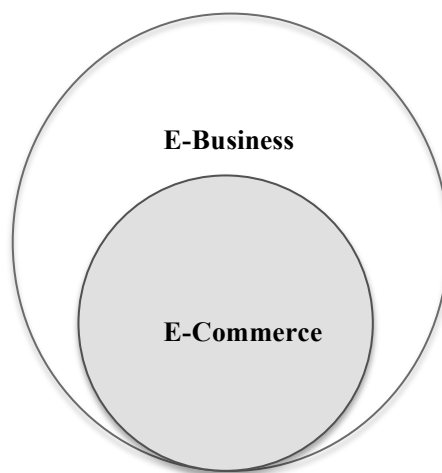


Figure 1-1 Relationship between E-Business and E-Commerce

(Source: Created by Author)

E-tailing, also known as Internet retailing, may not be used as widely as E-business and E-commerce, but in many cases it is thought to be the same as E-commerce. Some may even define E-tailing as the same as E-commerce just as Investopedia did⁶. However, some professionals may

beg to differ. Chris C., the director of Product Development at Rocket Software defines E-tailing as “selling of goods or services over the Internet primarily to consumers. Business-to-business (B2B) commerce or financial transactions would not be considered as E-tailing.” Chris also defined E-commerce as “covering the whole gamut of online commerce, including B2B, wholesale, retail, services and even some financial transactions”⁷. Taken into consideration of E-tailing’s definition, the whole picture of the relationship between E-business, E-Commerce and E-tailing would be depicted in Figure 1-2. E-tailing is deemed to be the narrowest amongst the three terms as it is a subset of what E-commerce is.

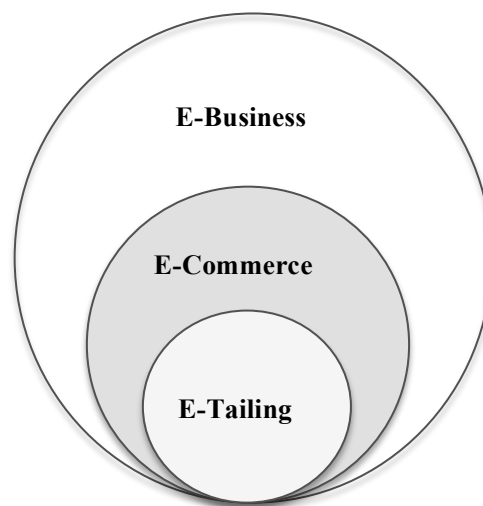


Figure 1-2 Relationship between E-Business, E-Commerce and E-Tailing
(Source: Created by Author)

1.2 OVERVIEW OF E-TAILING TRENDS IN MALAYSIA

The trend of businesses being involved in selling their products or services via websites are definitely on the rise in Malaysia although E-tailing may still be in the infancy stage. Many big retailers have started to see the potential of selling and buying via websites in Malaysia. Examples of such big retailers are Dell computers, MPH bookstore and Sony Style Malaysia. Increasing growth of Internet subscribers and Internet usage in Malaysia could be assumed to be one of the contributing

factors to the upward trend of E-tailing. Table 1-1 shows a growth statistic that was published by Internet World Stats⁸.

Table 1-1 Statistics of Internet Users and Population in Malaysia

(Source: Internet World Stats)

Year	Users	Population	% of users by population
2000	3,700,000	24,645,600	15.0
2005	10,040,000	26,500,699	37.9
2006	11,016,000	28,294,120	38.9
2007	13,528,200	28,294,120	47.8
2008	15,868,000	25,274,133	62.8
2009	16,902,600	25,715,819	65.7

Data of the statistics in Table 1-1 may not be so recent but the growth is observed from year 2000 through year 2009. As the Malaysian government takes steps to improve the telecommunications infrastructure in the country, the growth in both Internet users in Malaysia and E-tailing could be expected. The analysis performed by Euromonitor International states that E-tailing is expected to have a CAGR of 15% to reach RM1.7 billion in year 2016⁹. Despite the estimated growth of E-tailing in Malaysia, E-tailing is still only in the beginning phase. However, E-tailing may someday grow exponentially as other factors increases such as when Internet infrastructure improved, Internet speed increases, security measures as well as community's perspective on shopping online enhanced.

1.3 RESEARCH OBJECTIVES

The trend of businesses turning to the E-tailing as an opportunity of new revenue stream is increasing. The businesses use the E-tailing either as the main stream of revenue or as an extra stream of revenue. An article by Darrel Rigby supports the previous statement. Darrel describes in his article, "The Future of Shopping", that it is fundamental for businesses to execute successful omni-channel strategy because the future of shopping is changing. Darrel presented two main

channels, which are digital and physical retailing¹⁰.

Given the projected growth of the E-tailing in Malaysia, many businesses must be considering to venture into the world of, as Darrel Rigby calls it, digital retailing. Nevertheless, getting involved in something without any clue or proper guidelines will be tough. Thus, in the course of formulating the thesis, the author aims to present a clear list of must-have features, which will affect the success of an E-tailing website with Malaysian community as the main market target. The author hopes to provide insights in creating or improving businesses' E-tailing websites into efficient, useful and purposeful websites. In another words, the objectives of this thesis are stated as follows:

1. Analyzing determinants of successful E-tailing website,
2. Understanding the needs of Malaysian online shoppers,
3. Presenting identified key success factors of E-tailing websites in Malaysia through the research methodologies.

1.4 RESEARCH METHODOLOGY

In the course of this undertaking, the author would actively research relevant information on key success factors of E-tailing websites, collected from both primary and secondary sources. Primary data would come from a questionnaire survey that will be distributed to respondents residing in Malaysia. Secondary data on the other hand, would be sources from, but not limited to journals, articles, websites and books related to the E-tailing and the successful E-tailing websites.

The use of the questionnaire survey provides the author an indicative tool to gauge how respondents perceive the concept of the E-tailing in Malaysia, the factors that encourages them to purchase online as well as what are the main things that they are looking for in a website. The responses from the questionnaire survey are essential inputs as the author aims to identify determinants of successful website specifically in Malaysia. Thus, responses from residents currently residing in Malaysia are particularly necessary.

1.5 LIMITATION AND SCOPE OF THE THESIS

The study is envisioned to become contributory to anyone who wants to get his or her businesses online. Particularly, the thesis aims to provide key aspects or features that E-tailing websites should consider having in order to be successful in Malaysia. The areas of study related to the E-tailing websites are very widespread and it is impractical for the author to research on the whole spectrum of E-tailing. Therefore, the thesis would only confine its discussion within what can be seen from the outlook of an E-tailing website. For example, design of the E-tailing website, functions to have in a website such as search and sort functions, important content pages to have as well as important information to include in the E-tailing website. As the author intends to identify any unique success factors specifically for Malaysia, the geographical constraint would be only to Malaysia.

1.6 STRUCTURE OF THESIS

Subsequent chapters of this thesis will be organized into five chapters. Concepts or principles produced by renowned businesspersons will be introduced in Chapter 2. Comparisons as well as analysis between three successful Malaysian E-tailing websites with concepts introduced in Chapter 2 will be presented in Chapter 3. Chapter 4 would then present the results and the analysis of questionnaire survey. The author's contribution, which is the recommendation of must-have aspects or features to be included in the E-tailing website in order to be successful in Malaysia, will be discussed in Chapter 5. Lastly, the conclusion of the whole thesis will be presented in Chapter 6.

CHAPTER 2. REVIEW OF RELATED LITERATURE

Review of related literature would cover discussions regarding key considerations that E-tailing websites should take into account in order to be successful. Concepts and principles that will be described in Chapter 2 are results from the author's literature research from books, electrical journals and articles written by other authors.

Given that areas of study related to the E-tailing websites are very extensive, the author decided to confine the scope of this thesis to briefly touch on six categories as stated below:

1. Navigation within the E-tailing website
2. Contents of the E-tailing website
3. User-generated contents in the E-tailing website
4. Security aspects of the E-tailing website
5. Design of the E-tailing website
6. Marketing through the E-tailing website

Note that the term "Product(s)" includes physical tangible products as well as services.

2.1 NAVIGATION WITHIN THE E-TAILING WEBSITE

Navigation from the computing or Internet perspective is how a website is designed to allow visitors of the website to move around the website from one section to another section and from one page to another page of the website. Many successful online entrepreneurs as well as researches agree that easy navigation is important for an E-tailing website to be successful. Paula Wynne, an award-winning businesswoman and a successful online entrepreneur, is one of them. Quoting from her book "Create a Successful Website", Paula wrote, "Your site must be easy to navigate!"¹¹ Paula emphasized the importance of website navigation by then saying never to let visitors of the website leave without getting what they came to find. Dave Gehrke and Effraim Turban also state in their research that if the navigation around the website is inefficient and not user-friendly, visitors to the website will likely be confused, lost, or frustrated and then leave the website for good¹². Janice

Reynolds, author of “The Complete E-Commerce Book”, emphasizes the importance of good navigation even further. Janice says that the business will eventually fail if intuitive navigation is not provided by the E-tailing website because bad navigation experiences will not provide consistent customer satisfaction¹³. Section 2.1 discusses in detail, ten navigation features or aspects that the author wants to assess in her comparison analysis and questionnaire survey, which will be presented in Chapter 3 and 4.

1) Page Load Time: Page load time refers to the time needed for a page in the website to load or in another words, to appear on the screen. Slow loading time may cause visitors of the E-tailing website to stop navigating the E-tailing website and go elsewhere instead. Dave and Effraim mention about the consequence of slow loading time in their research too¹⁴.

2) Visitor’s Location: According to Rand Fishkin, the CEO and Co-founder of SEOmoz¹⁵, information regarding visitors’ current location in the E-tailing website is important. In his article, “17 New Rules for Successful E-Commerce Websites”, Fishkin says showing visitors the location information enables visitors to know the exact place in the E-tailing website they are currently at. Fishkin also mentions that showing visitors their location is especially important if the E-tailing website has more than one sub-level of navigation¹⁶.

3) Refining Options: The relevance of refining options to a successful E-tailing website is so high that Fishkin decided to include two out of his seventeen rules on refining options aspect¹⁷. According to Fishkin, online shopping experience can be enhanced with useful refinement options. Refinement options could be very helpful, for example in the instance of apparel’s sizes. Visitors may become irritated to discover that the size of apparel they want is not available after visitors has spent a long period of time finding for the perfect piece of apparel. The more specific the information is, the better because the amount of time needed for visitors to search for products can be shortened, thus improving customer satisfaction. Figure 2-1 would serve a better understanding on Fishkin’s opinion on refining options in an E-tailing website. Number 5 and 6 on Figure 2-1 allow visitors to refine products by sizes and by category of shoes sold in the website.

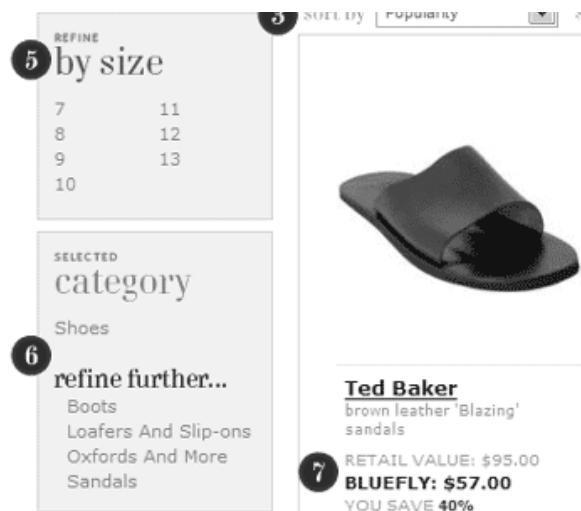


Figure 2-1 Rand Fishkin's Rule 5 and 6: Refining Options

(Source: www.seomoz.org/blog/17-new-rules-for-successful-ecommerce-websites)

4) Search Bar Location: One of Fishkin's seventeen rules to successful E-tailing websites is to have the search bar located at an easy to reach location.

5) Search Effectiveness: The ability of the search function in the E-tailing website to produce accurate or closest possible results is equally essential. Paula Wynne says, the faster visitors find the things they are looking for in the E-tailing website, the more likely they will return to the E-tailing website in the future¹⁸. Dave and Effraim also mention in their research that the search function should be easy to use and should be able to search for the things that visitors want. The reason Dave and Effraim emphasizes the importance of the search function's capability is because a failed product search tells visitors that the E-tailing website does not sell the product¹⁹. Therefore the effectiveness of the search function is positively an important factor to successful E-tailing website.

6) Sorting Options: Sorting options is the ability of the E-tailing website to rearrange the results of visitor's search requests. Fishkin includes sorting options as one of his seventeen rules for successful E-tailing websites. Fishkin advises that standard sorting options such as the following must exist assuming that these sorting options could be done in the E-tailing website²⁰:

- a. "Price – low to high"
- b. "Price – high to low"

- c. “Popularity”, also known as “Best Selling”
- d. “User Ratings” or “Editor Ratings” when “User Ratings” is not available
- e. “New” or “Latest”

7) Refining Search Results: According to Fishkin’s research, web users often rate search feature as the most frustrating part of many E-commerce or E-tailing websites. Hence Fishkin advises advance searching system should be utilized whenever possible because good search feature could ease and quicken time needed for visitors to search for their wanted products or services²¹.

8) Remove Narrowing Options: Fishkin indicates in his article that allowing visitors to remove the narrowed selections visitors have made when navigating deeper and deeper into a particular category may ease visitors’ shopping experience rather than forcing them to click the “back button” repetitively. The availability of ‘removing narrowed selections’ option in the E-tailing website is one of Fishkin’s seventeen rules for successful E-tailing websites.

9) Pop-up Windows: Dave and Effraim advise to avoid the usage of pop-up windows, as pop-up windows may be both invasive and offensive. Visitors may find pop-up windows a waste of their time and energy because the existence of pop-up windows requires visitors to wait for the pop-up window to load, then visitors have to point to the pop-up window and finally visitors have to click in order to close the pop-up window²². Three steps are involved in order to close something that visitors may not even need.

10) Site map: Both in Paula’s book and Dave and Effraim’s research mention that it is advisable for the E-tailing website to have a site map. Site map may help visitors to get to the page they want to from any page that they are currently at in the E-tailing website²³. The availability of site map can also help visitors to have an easy navigation within the E-tailing website, especially in the case when visitors got stuck in the E-tailing website²⁴.

2.2 CONTENTS OF THE E-TAILING WEBSITE

An E-tailing website that is without any contents would not be purposeful at all. Paula Wynne describes ‘contents’ as text, articles, data, member or user profiles, reviews, feeds, jobs,

news, products, merchandise tables, visual and creative graphics, images and animations as well as audio and video files²⁵. Taking Paula's definition of contents, the non-existence of contents in an E-tailing website leaves the website with a totally empty page. Paula explains that the contents of the E-tailing website play an important part in making visitors to keep coming back to the website. The frequency of visitors returning to the website is vital for a long-term success. Many other online entrepreneurs or researches would agree that contents is one of the important factors to successful websites. Eleven aspects of E-tailing website contents would be reviewed in detail in Section 2.2. The eleven aspects that are reviewed in Section 2.2 are not extensive, but these are ones that the author decides to assess in the scope of this thesis.

1) Accurate headlines and relevant contents: Paula explains the importance of accurate headlines and relevant E-tailing website contents in her "Create a Successful Website" book. Visitors would tend to leave at the first page of the E-tailing website they visit²⁶ if visitors find the contents of the E-tailing website do not relate to what visitors have expected from the headlines. Headlines are normally the first and the main attraction to the website. Thus, organizing and publishing accurate headlines together with relevant contents are essential in keeping visitors at the website.

2) All in one page: In Rand Fishkin's article on the seventeen rules for successful E-Tailing website, Rand encourages the capability to offer visitors the option of seeing every product in a sub-category on one single page unless there are more than two hundreds products in the particular sub-category²⁷. Dave G. and Effraim T. also recommend in their research paper to use long pages with links rather than subsequent pages. However, Dave and Effraim also mention that some might disagree in using long pages because long pages may be confusing²⁸.

3) Show the Price: Another rule by Fishkin is to show visitors the price. Showing the price as well as what visitors may save by purchasing from the E-tailing website is especially important for discount sites. Nevertheless, Fishkin also mentions that nearly every E-tailing website could benefit from providing an extra bit of detail before visitors click on to view the detailed product page²⁹. For example, a photo of the product with the retail price, the discounted price, if discounted

price is applicable, and the list of sizes or colors in stock may be useful. Refer Figure 2-2 for the visual example that Fishkin uses in his article.



Figure 2-2 Rand Fishkin's Rule 7: “Tell Me What it Costs & What I’m Saving”

(Source: www.seomoz.org/blog/17-new-rules-for-successful-ecommerce-websites)

4) Critical ‘Fit’ Information: One of Fishkin’s rule to a successful E-Tailing website is the availability of the product’s critical fit information. Fishkin’s definition of critical fit information is to show visitors the important relevant information regarding the product when compatibility matters. Many products are designed to fit certain criteria³⁰. Taking a bag for example, the critical fit information for this particular bag is that this bag has a dimension of 14.5"x12.5"x3.5" and this bag can fit a 13" laptop and also having enough space to fit a compact camera.

5) Photos: Fishkin has one rule on photos. His theory is that there can never be too many photos for a product. Fishkin thinks that because users could not see product items in real life, photos, reviews, videos or where appropriate, even fancy 3D interfaces may help visitor’s shopping experience³¹. Helping visitors with visual tool aids are invaluable and may increase the purchasing percentage. Dave and Effraim have their own piece of advice regarding photos too. Dave and Effraim recommend that graphics should be kept simple and meaningful. Graphics such as logo, background image should be kept limited, but necessary and meaningful graphics such as product photos should not be left out³².

6) Product availability: Fishkin emphasizes on revealing the availability of a product to visitors as soon as possible³³. E-tailing websites that allow visitors to add products to the online shopping cart and even allowing visitors to proceed to the purchasing process only to find out the products are unavailable are examples of poor E-tailing websites.

7) Alternative seller: Fishkin says that information regarding alternative seller is an important aspect of the E-tailing website content but is often missed out. Fishkin mentions in his article that when product is unavailable in the E-tailing website, the information on where visitors could purchase the product would help visitors to get what they want³⁴. Revealing alternative seller information may be particularly important for businesses that sells products in their own website as well as at other affiliate E-tailing websites.

8) “About Us” page: “About Us” page is normally a page with information regarding the company or the people behind the E-tailing website. Paula Wynne in her book says that “About Us” page is a great method to tell visitors about the business team, the products and more importantly why the visitors have to purchase them. Paula emphasizes the availability of “About Us” page because the visibility of the business also equals the credibility of the business³⁵. Entrepreneurs who contributed their thoughts through StartupNation³⁶ in an article titled “11 Steps to create a successful Web Site” also agree that “About Us” page is useful because visitors probably would want to know the people they are doing business with. In fact StartupNation says that “About Us” page is one of the seven pages every website should have. Brief and free jargon “About Us” page is most effective, claims StartupNation³⁷.

9) “Contact Us” page: StartupNation says that the “Contact Us” page is another page every E-tailing website should have³⁸. Paula also agrees with StartupNation by writing in her book, “Contact is key”³⁹. “Contact Us” page is the page with contact details; methods of how visitors can contact the business team such as e-mail addresses, toll-free numbers and or physical addresses.

10) “FAQs” page: FAQ is the acronym for Frequently Asked Questions. “FAQs” page helps to enhance visitors’ understanding of the products or services that are bring offered at the E-tailing website⁴⁰. The “FAQ” page also acts as a first source of answers to questions that visitors

may have. “FAQ” page may help reduce the time and effort needed by the business support team to communicate the same information repeatedly concerning the same question by different visitors⁴¹.

11) Regular Updates: Many entrepreneurs would also agree that regular updates to the contents of the E-tailing website is important to keep visitors coming back to visit often. Paula writes about regular updates in her “Create a Successful Website” book⁴², StartupNation also emphasizes new content in their “11 Steps to Create a Successful Web Site” article⁴³, Dave and Effraim⁴⁴ recommend in their research to have regular changes to the website. All of the aforementioned people have reasons in recommending regular updates to the E-tailing website. The reason being visitors want to know new things. New contents, information, deals, and regular updates bring visitors back to the E-tailing website more often.

2.3 USER-GENERATED CONTENTS IN THE E-TAILING WEBSITE

Paula Wynne writes in her book “Create a Successful Website”, regarding good ways in increasing the chances of visitors to visit the E-tailing website for the second, third and nth time. User-generated contents are one of the good ways. Section 2.3 would point out the examples of user-generated contents, which the author would like to include into the scope of the thesis.

1) Product Reviews: Reviews of products being sold in the E-tailing website is an example of user generated contents. Paula comments that allowing visitors to do product reviews help in generating new contents for the E-tailing website⁴⁵. The author thinks that another benefit of product reviews is the increased possibility of visitors buying the product after reading good reviews of the product. Usually product reviews are written by either visitors who bought the products before or by the E-tailing website editor.

2) Forums: Forums are similar to discussion groups, only that it is online and virtual. Participants of the forum with common interest can exchange opinions. The author thinks that forums may also be an example of user-generated contents and thus would like to mention forum in this scope of literature study.

2.4 SECURITY ASPECTS OF THE E-TAILING WEBSITE

Polly Gowers is the founder of Everyclick.com, a winner of Blackberry Woman in Technology Award and was voted as WEBA Ethical Entrepreneur of the Year 2007. Polly says, “If selling online, it has got to be secure⁴⁶”. The E-tailing website should take into consideration many aspects regarding security. For example, the security of the hardware, the reliability of software, the effectiveness of data encryption, the reliability of the E-tailing website’s payment system, just to name a few. However, for the sake of this thesis, the discussion of the E-tailing website’s security aspects would be confined within what can be seen from the outlook of an E-tailing website, as stated in Section 1.5.

1) Order Confirmation & Details: Rand Fishkin, Dave Gehrke and Effraim Turban have similar opinion concerning this particular aspect of security. Dave and Effraim in their research paper recommend that showing customers an order confirmation page after a purchase is made is essential⁴⁷. Fishkin extends that requirement of showing customers an order confirmation page to an order confirmation email. Fishkin says that it is important to show customers all the order details including product details as well as shipping details soonest possible to re-assure customers that purchased items were selected correctly. Fishkin also recommends E-tailing website to offer an option to edit the purchase before product item is being shipped out. Ability to edit purchases is useful for scenarios when mistakes are done accidentally⁴⁸.

2) “Disclosure Policy” page: The fear of identity-theft or leakage of confidential personal details are just two of many concerns that visitors may have when considering whether or not to make purchases online. Paula suggests in her book that a disclosure policy may help to show visitors that the E-tailing website is dependable and care about protecting the visitors’ confidential information⁴⁹.

3) “Refunds Policy” page: Paula advises E-tailing websites to include a “Refund Policy” page. According to Paula, allowing customers to return or cancel an item may help E-tailing website to gain loyalty and trust from the customers and they will more likely to return to the E-tailing website in the future. Clear refund policy is especially useful if the purchased product arrives at the

customers' hands damaged. The refund policy will make it easy for customers to initiate product return⁵⁰.

4) Stresses the use of security: Dave and Effraim recommend in their research paper that the use of security should be emphasized and stressed in the E-tailing website. Implementation of Secure Sockets Layer (SSL)⁵¹ or Secure Electronic Transaction (SET)⁵² technologies is necessary to secure transactions. Dave and Effraim also mention that a link to a security practices page and/or legal notices for visitors to read will probably add an additional safety feeling to visitors⁵³.

2.5 DESIGN OF THE E-TAILING WEBSITE

Several key aspects regarding E-tailing websites design will be discussed in Section 2.5. The design aspects are picked up from several sources such as the "Create a Successful Website" book authored by Paula Wynne, the research paper by Dave Gehrke and Effraim Turban entitled "Determinants of Successful Website Design", the "11 Steps to Create a Successful Website" article by StartupNation and the "Developing an E-commerce Website" article by Cabinet Maker.

1) Clean and simple: Quoted from Paula's book, "The best looking sites are often clean and simple with a light and airy feel and a spacious design."⁵⁴ Paula further emphasizes the importance of keeping the E-tailing website simple by recommending limited usage of flashy animations and clip art images⁵⁵. StartupNation also agrees on keeping the E-tailing website clean⁵⁶.

2) White Space: A tip to making the E-tailing website clean is by using white spaces. According to StartupNation, white space is itself a design element. White spaces keep the E-tailing website neat and spacious⁵⁷. Paula says the use of white spaces in the E-tailing websites creates a quality website⁵⁸.

3) Consistency: Consistency in the E-tailing website design is another aspect which Paula recommends in order to communicate the identity of the business, the product or services of the business as well as what the business promises⁵⁹. Cabinet Maker also describes the benefit of consistent design, saying that familiar design and layout will increase the likeliness of visitors to shop at the E-tailing website⁶⁰.

4) Choose colors carefully: The color aspect of design may be difficult for the author to assess in the scope of the thesis. However, a rule of thumb regarding colors that the author has gotten from the literature review is to choose color schemes that makes it easy on the eyes as well as color schemes that matches the E-tailing website and the target visitors. The color aspect may not be easily assessed by the author but the author thinks it is worth it to mention in the thesis as colors do have emotional and psychological effects on humans which some E-tailing website entrepreneurs may not be aware of.

5) Fonts: Paula Wynne stresses the use of fonts that are easy to read. Once the fonts are decided, Paula recommends to stick with the font strictly and do not deviate from the font⁶¹.

2.6 MARKETING THROUGH THE E-TAILING WEBSITE

Philip Kotler and Kevin Keller defined marketing as identifying and meeting human and social needs. One of the shortest definitions of marketing is “meeting needs profitably”⁶². The scope of marketing is very broad and the study of marketing an E-tailing website could be a whole topic on its own. Section 2.6 will therefore only discuss four aspects of marketing that the author could observe from the outlook of the E-tailing websites for the sake of analysis in chapter 3.

1) Email marketing: Paula says if the E-tailing website got the visitors to provide their email addresses to the website, then email marketing is the easiest and cost effective way of reaching the visitors⁶³. Email marketing enables E-tailing websites to communicate new information such as offers, new website contents, new products, new innovations and so forth to visitors. Electronic newsletters or email notifications are examples of email marketing.

2) Give users something to do: Dave and Effraim have brought up an interesting recommendation on the E-tailing marketing aspect. Dave and Effraim recommends that giving visitors something to do may help increase the effectiveness of marketing products and services to visitors as well as keeping visitors coming back to the E-tailing website. Games, puzzles, contests are some of the examples given in their research paper⁶⁴. The Babyworld website, a website that Paula uses as an example of this marketing aspect, provides competitions to keep visitors returning

to the website⁶⁵.

3) Loyalty Campaigns: Giving enticing offers, discounts, freebies, prizes or samples may very well encourage visitors to purchase at the E-tailing website. Paula in her book as well as Dave and Effraim in their research paper make a remark on this marketing aspect. However Paula mentions that sourcing for free giveaways may be a time consuming task so Paula advises to use the option of giving away freebies only if resources are already in place or if the E-tailing business team knows a lot of free supplier offers⁶⁶.

4) SEO (Search Engine Optimization): The author came across the term SEO in almost every literature source that was reviewed and thus the author decided to also include this aspect into the thesis. SEO as defined by StartupNation is the process of making the E-tailing website as easy as possible for search engines to find, and through search engines to the E-tailing visitors⁶⁷. The article “Delivering Customers to Your Website” written by Cabinet Maker says that a strong SEO strategy is essential for any E-tailing website⁶⁸. StartupNation reasons that a strong SEO strategy is necessary to bring the right people to the E-tailing website. The E-tailing website may be an excellent looking website and great products or services but there would not be any business if no one could find the website⁶⁹.

CHAPTER 3. ANALYSIS OF WEBSITES COMPARISON

Chapter 3 covers the comparison between three successful E-tailing websites in Malaysia with each aspects that were introduced in Chapter 2; namely the aspects of navigation experiences within the E-tailing website, the aspects of E-tailing website contents, the aspects of user-generated contents, the security aspects, the design of the E-tailing website as well as the marketing aspects that may affect the success of the E-tailing website. The purpose of making this comparison is to analyze whether the concepts and principles discussed in Section 2.1 through 2.6 in Chapter 2 applies to E-tailing websites with Malaysia as the website's main geographical target market or E-tailing website that Malaysians often buy from.

The three E-tailing websites that will be used for comparisons are AirAsia.com, Amazon.com and Gsc.com.my. The reason behind the choice of these three websites are based on the following considerations:

1. **Traffic ranking** published by Alexa. Alexa is the leading provider of free, global web metric that is able to provide the most popular sites in Malaysia by traffic ranking⁷⁰. Amazon.com, AirAsia.com and Gsc.com.my websites are one of the top E-tailing websites with high number of people visiting the website in the past one month as of June 2012⁷¹. According to the statistical analysis performed by Alexa, Amazon.com ranked 24, AirAsia.com ranked 25 and Gsc.com.my ranked 113 amongst many other E-tailing and non E-tailing websites in Malaysia.
2. **The industry:** According to PayPal's online and Mobile Shopping Insights study, the size of Malaysian online shopping market reached 1.8 billion Ringgit Malaysia in year 2010 and 24% of the amount was spent on travel, 14% on entertainment and lifestyle while 12% on IT and electronics⁷².
3. **Questionnaire response:** One of the questions in the questionnaire survey form inquires respondents to list the E-tailing websites they have made purchases from. AirAsia.com, Amazon.com, and Gsc.com.my are some of the top websites. The questionnaire survey form

is shown in Appendix 1. A detailed discussion regarding questionnaire survey will be presented in Chapter 4.

3.1 LITERATURE REVIEW VERSUS AIRASIA.COM

AirAsia.com is an E-tailing website where visitors can purchase flight tickets, make reservations for affiliated hotel deals and purchase tour packages from the website. AirAsia is Asia's leading airline and was established with the dream of making flying possible for everyone⁷³. AirAsia.com mainly provides flight related services. Visitors that wishes to book hotels, or car rental services will be directed to another website with different website addresses, namely the www.airasiago.com. AirAsia also has a separate online shopping website which is at www.airasiamegastore.com. These websites are accessible from AirAsia.com through links. The author will restrain the observation and analysis to only the AirAsia.com website. Table 3-1 lists each aspects or features of all the six categories that were detailed down in Section 2.1 through 2.6 of Chapter 2, and the observation made by the author on AirAsia.com regarding each aspect.

Table 3-1 Comparison between Literature Review and AirAsia.com

(Source: Created by Author)

1) Navigation Aspects / Features	
Description Items	Observation
Page Load Time Time needed to load a page.	The author used a page load timer function provided by www.webwait.com and it took an average of 2.79 seconds ⁷⁴ to load the homepage of airasia.com . Refer Appendix 3-1 for more analysis by webwait.com .
Visitor's Location Information that shows which part of the website visitors are currently at.	AirAsia.com does not use breadcrumb trail ⁷⁵ method which the author thinks may be difficult for visitors to know the hierarchy of the pages in the website. However, there is always a headline at the top of each page. Sometimes new browser window is opened when a different category of services or latest promotion is clicked from the page visitor is currently viewing.

Refining Options Availability of refining options that show only products that visitors want.	Drop down menus is the main method that AirAsia.com uses to refine the destination that visitors would want to see. AirAsia.com uses links extensively to bring visitors to different category of services being offered or different category of information in the website.
Search Bar Location Search bar located at an easy to reach place.	The search bar when available will always be on the top left corner of the page, which the author thinks is easy to reach and consistent.
Search Effectiveness Capability of search function to produce accurate or closest possible results.	The author thinks the search effectiveness of AirAsia.com website is fair.
Sorting Options Capability to sort or rearrange search results.	Sorting search results option is not available.
Refining Search Results Capability to further narrow down search results.	The AirAsia.com website does not offer the option to further narrow down or filter search results.
Remove Narrowing Options Capability to remove filtered selections or filtered search results.	This is not applicable since the website does not allow visitors to further filter the search results.
Pop-up Windows Existence of Pop-up advertisements.	No pop-up advertisements are observed.
Site Map Availability of Site Map in the E-tailing website.	Site map is available in the AirAsia.com website.
2) Website Contents Aspects / Features	
Description Items	Observation
Accurate Headlines and relevant contents Availability of information or contents that visitors expect from the website.	The author finds that the contents of each page reflect accurately the headline of that particular page.
All in one page Capability to choose to show all products of a sub category in one page.	The author thinks that this aspect to show all services of a sub-category may not be so applicable to AirAsia.com website.
Show the Price Availability of the product price.	The prices of flight tickets are always shown once visitors choose their desired flight details.
Critical 'Fit' Information Availability of critical relevant information regarding the product, when compatibility matters.	The author thinks this aspect is not applicable.

Photos Show as many photos as possible for a product.	AirAsia.com is selling their flight services rather than products thus this may not be so applicable. However, AirAsia.com does use related photos of destinations to show the beauty of the destinations they fly to.
Product Availability Reveal availability of product as soon as possible.	The availability of flight seats is always shown once visitors choose their desired flight details.
Alternative Seller Availability of alternative seller information if product stock is unavailable.	The author thinks alternative seller information may not be applicable to AirAsia.com.
'About Us' page Availability of 'About Us' page in the website.	There is 'About Us' category in AirAsia.com and detailed information regarding who is and what is AirAsia is found in the 'Corporate profile' page.
'Contact Us' page Availability of 'Contact Us' page in the website.	Contact Us page is available in AirAsia.com website.
'FAQs' page Availability of 'Frequently Ask Questions (FAQs)' page in the website.	FAQ page is available in AirAsia.com.
Regular Updates Regular updates of website contents.	The author observed that AirAsia updates the website regularly with new offers, new flight route announcements and new promotions.
3) User-generated Contents Aspects / Features	
Description Items	Observation
Forums Availability of forums in the E-tailing website.	No forum is available in the website.
Product Reviews Availability of product reviews by other buyers or editors.	No product reviews are available in the website.
4) Security Aspects / Features	
Description Items	Observation
Order Confirmation page Availability of 'Order Confirmation' page after purchase is made.	From the author's own experience, AirAsia.com provides the Order Confirmation page after flight tickets purchase is made.
Order Confirmation email Availability of 'Order Confirmation' email notification after purchase is made.	From the author's own experience, AirAsia.com also sends an email after flight tickets purchase is made.

Order and Shipping details Availability of the order and shipping details after purchase is made.	The author thinks the shipping details information is not applicable to flight tickets purchases in AirAsia.com.
‘Disclosure Policy’ page Availability of 'Disclosure Policy' page.	AirAsia.com has an AirAsia Privacy policy page that stresses the concern and visitors’ rights to privacy.
‘Refunds Policy’ page Availability of 'Refunds Policy' page.	The author observed that there is no particular page on AirAsia.com refunds policy but there is a FAQ questions and answers with regards to cancellation and refund of money.
Stresses the use of security Seller stresses on the use of security in the website.	AirAsia.com utilizes security services such as ‘Verified by Visa’ and ‘MasterCard SecureCode’ in order to provide protection and security to customers that make purchases using credit cards.
5) Web Design Aspects / Features	
Description Items	Observation
Clean and Simple Clean and simple with light and spacious design.	The author personally thinks that the AirAsia.com website is a little congested. However, the usage of only red and white color at the top and bottom of the page helps to have a clean design. The background of the website is white which also help to make the design clean.
White Space Utilizing white spaces to create airy feel to the website and keeping the website neat.	The author personally thinks that white spaces are utilized in t he website but limited. The author feels that the contents are too near to each other, thus making the website a little packed.
Consistency Consistency in design throughout all the pages in the E-tailing website.	The design of AirAsia.com is consistent throughout the pages in the website.
Font Easy to read fonts are used in the website.	The fonts used in AirAsia.com are easy to read.
6) Marketing Aspects / Features	
Description Items	Observation
Electronic newsletters (e-newsletter) Availability of subscription to receiving periodic electronic newsletter.	AirAsia.com offers an option for visitors to register as their member and receive electronic newsletters.
New Product announcements Availability of subscription to receiving new products, services or new innovation announcements.	AirAsia.com uses the same member subscription to send new services, new promotions and new information to visitors that register as the AirAsia.com member.

Give users something to do Activities that allows visitors to participate in such as games, contests, etc.	AirAsia.com has contests for visitors to take part in. Besides contests, visitors who like photography may also upload their photos in Air Asia's travel3sixty's photo blog.
Loyalty Campaigns Availability of enticing offers, discounts, free giveaways, prizes or samples.	AirAsia has periodic promotions and enticing offers. AirAsia also has loyalty program that offers the loyalty program members benefits.

Other Observations:

The author thinks that there are other reasons to the success of AirAsia.com, which will not be assessed in the thesis. These reasons are out of the thesis's scope but the author thinks they are worth to mention as these reasons may be strong factors as to why AirAsia.com is such a successful website. One of the reasons the author thinks that contribute to the success of AirAsia.com is the price of AirAsia's flight services. AirAsia is a Low Cost Carrier airline and thus the prices of AirAsia's flight tickets are relatively lower compared to Malaysian Airlines, the other main Malaysian airline company. Thus, customers whose financial budget is the first priority, AirAsia would be preferred over Malaysian Airlines. The author thinks that another reason to AirAsia's success is because AirAsia targets a large customer market. AirAsia targets customers that are young and also the young at heart, adventurous and likes travelling but would not want to spend much on flight tickets. AirAsia also caters to lower income customers by offering low and affordable flight tickets.

3.2 LITERATURE REVIEW VERSUS AMAZON.COM

Amazon.com is an American based multinational and is one of the world's largest online retailers where visitors can purchase from many different categories of products, from books to apparel to toys to hobbies and to sports. The Amazon company has separate retail websites for United States, Canada, United Kingdom, France, Germany, Italy, Spain, Japan and China⁷⁶. The Amazon website which the author will assess is the United State's website because the United States Amazon website is the website where most questionnaire survey respondents made online purchases

from. Table 3-2 lists each aspects or features of all six categories that were detailed down in Section 2.1 through 2.6 of Chapter 2, and the observation made by the author on Amazon.com regarding each aspect.

Table 3-2 Comparison between Literature Review and Amazon.com

(Source: Created by Author)

1) Navigation Aspects / Features	
Description Items	Observation
Page Load Time Time needed to load a page.	Webwait.com is again used to measure the page load time of amazon.com. It took an average of 2.92 seconds ⁷⁷ to load the homepage of amazon.com. Refer Appendix 3-2 for more analysis by webwait.com.
Visitor's Location Information that shows which part of the website visitors are currently at.	Amazon.com uses the breadcrumb trail method to show which part of the website that the visitor is current at. At the left hand panel of the website, Amazon.com also shows the visitor's location information in a top down hierarchy method. Refer Appendix 3-3 for a screenshot of the breadcrumb and hierarchy method used by Amazon.com.
Refining Options Availability of refining options that show only products that visitors want.	The author thinks that Amazon.com has very user-friendly and efficient refining options for different type of products. Taking a golf putter as the product, Amazon.com offers visitors many refining options such as refining the products based on types of user, the shaft length, the hand orientation, the materials of the shaft, the features of the putter and the brand of the putter, just to name a few. All the refining options are located on the left panel of the page.
Search Bar Location Search bar located at an easy to reach place.	The search bar is always on the top and in the middle of the page, which the author thinks is easy to reach and consistent throughout the whole Amazon.com website.
Search Effectiveness Capability of search function to produce accurate or closest possible results.	The author thinks the search effectiveness of Amazon.com website is good.
Sorting Options Capability to sort or rearrange search results.	Sorting search results option is available. Most of the time Amazon.com allows visitors to sort search results by relevance, by price and by customer review.

Refining Search Results Capability to further narrow down search results.	Amazon.com allows visitors to further narrow down or filter search results.
Remove Narrowing Options Capability to remove filtered selections or filtered search results.	Amazon.com allows visitors to clear narrowed or filtered search results. Refer to Appendix 3-4 for a screen shot of the example of removing narrowing options.
Pop-up Windows Existence of Pop-up advertisements.	No pop-up advertisements are observed.
Site Map Availability of Site Map in the E-tailing website.	No site map is observed in Amazon.com website.
2) Website Contents Aspects / Features	
Description Items	Observation
Accurate Headlines and relevant contents Availability of information or contents that visitors expect from the website.	The author finds that the contents of each page reflect accurately the headline of that particular page.
All in one page Capability to choose to show all products of a sub category in one page.	Amazon.com shows mostly 24 products in one page.
Show the Price Availability of the product price.	The prices of the products are always shown together with a small thumbnail picture of the product. Detailed information and often a larger picture of the products will be shown when visitors click on them.
Critical 'Fit' Information Availability of critical relevant information regarding the product, when compatibility matters.	The author thinks that Amazon.com provides necessary relevant information regarding the products when computability matters. Visitors will usually find critical fit information from the 'Product features', 'Product description' and 'Product Details' sections of the particular product page. Refer Appendix 3-5 for a screen shot of critical fit information example of a bag.
Photos Show as many photos as possible for a product.	The author thinks that almost every products sold in Amazon.com has larger photos of the product in the product's individual information page. Most of the products also have several larger photos to show the products in different angle. The number of photos available for each product is different. Some of the products allow visitors to view the products in magnified view when the mouse is pointed at a certain part of the product. Refer Appendix 3-6 for an example of magnified view.

Product Availability Reveal availability of product as soon as possible.	The availability of products is always shown once visitors click to view the product details page. The term 'In Stock' will be shown in the product detail page for products that has available stock. Refer Appendix 3-7 for visual example.
Alternative Seller Availability of alternative seller information if product stock is unavailable.	Amazon.com does reveal more buying choices from other sellers but these sellers are also selling through Amazon.com.
'About Us' page Availability of 'About Us' page in the website.	There is 'Get to Know Us' category and detailed information about Amazon is also found in the 'About Amazon' page.
'Contact Us' page Availability of 'Contact Us' page in the website.	Contact Us page is available in Amazon.com website.
'FAQs' page Availability of 'Frequently Ask Questions (FAQs)' page in the website.	Amazon.com does not specifically has a 'FAQs' page but there is a 'Help' page that assists visitors on topics such as problem with orders, payments, shipping and canceling orders, just to name a few.
Regular Updates Regular updates of website contents.	The author observed that Amazon.com updates the website regularly with new offers, new promotions that are aligned with special occasions such as Father's Day.
3) User-generated Contents Aspects / Features	
Description Items	Observation
Forums Availability of forums in the E-tailing website.	Amazon.com has Kindle and General help forums that allow visitors to post questions visitors hope to get answers for.
Product Reviews Availability of product reviews by other buyers or editors.	Amazon.com provides product reviews. Customers who have bought the product before could write review on the product and also give a 1 to 5 star ranking for the product.
4) Security Aspects / Features	
Description Items	Observation
Note: The author has not bought from Amazon.com before but the author will assess the security aspects or features of Amazon.com based on the author's experience on purchasing products from Amazon's Japan website. The author assumes the Amazon.co.jp website would have the same or similar security aspects or features as Amazon.com website.	
Order Confirmation page Availability of 'Order Confirmation' page after purchase is made.	From the author's own experience, Amazon.co.jp provides an Order Confirmation page after purchase is made.

Order Confirmation email Availability of 'Order Confirmation' email notification after purchase is made.	From the author's own experience, Amazon.co.jp also sends an email after purchases is made.
Order and Shipping details Availability of the order and shipping details after purchase is made.	Both the Order confirmation page and email provides the author with the detailed order information such as the product name, the quantity being purchased, the price, the estimated date arrival as well as the shipping address.
'Disclosure Policy' page Availability of 'Disclosure Policy' page.	Amazon.com has an Amazon.com Privacy Notice page that describes the privacy policy that Amazon.com adheres to.
'Refunds Policy' page Availability of 'Refunds Policy' page.	Amazon.com has a help topic on 'Returns and Refunds' where Amazon.com describes the method and relevant information on returning purchased products and getting refunds of the returned products. Besides that Amazon.com also reveals the specific product return policies for different types of products. For example, there is a specific return policy for electronics, for books, for toys, for apparel and musical instruments.
Stresses the use of security Seller stresses on the use of security in the website.	Amazon.com does stress the use of security in the website by providing a secured sign in system to their website. Visitors need to sign in before making any purchase. Amazon.com initiative in tracking e-mail forgeries by taking legal actions against deceptive online marketers shows that Amazon.com takes security aspects seriously. Amazon.com also educates visitors to protect themselves by providing a help topic on 'Safety and Security Tips'.
5) Website Design Aspects / Features	
Description Items	Observation
Clean and Simple Clean and simple with light and spacious design.	The author personally thinks that the Amazon.com website is clean and simple. The background of the website is white which also help to make the design clean. There are limited animated images in the website which makes the website less complex and simple.
White Space Utilizing white spaces to create airy feel to the website and keeping the website neat.	The author personally thinks that white spaces are utilized and the website is fairly neat.
Consistency Consistency in design throughout all the pages in the E-tailing website.	The structure and design of Amazon.com is consistent throughout the pages in the website.

Font Easy to read fonts are used in the website.	The fonts used in Amazon.com are easy to read.
6) Marketing Aspects / Features	
Description Items	Observation
Electronic newsletters (e-newsletter) Availability of subscription to receiving periodic electronic newsletter.	Amazon.com send periodic newsletters to the registered members who chose to receive e-mail subscriptions regarding specific category such as PC software, sports or games.
New Product announcements Availability of subscription to receiving new products, services or new innovation announcements.	Amazon.com uses the same email subscription to send new promotions, new product offers and new information to visitors that register as the Amazon.com member.
Give users something to do Activities that allows visitors to participate in such as games, contests, etc.	The author did not observe any contests or games that visitors could take part in other than writing product reviews and corresponding in the help forums that are available in the Amazon.com website.
Loyalty Campaigns Availability of enticing offers, discounts, free giveaways, prizes or samples.	Amazon.com offers promotions, discounted prices and enticing offers quite frequently.

Other Observations:

The author observed a navigation feature that may be helpful to increase visitors' shopping experience in Amazon.com. Amazon.com lists suggestions of words or phrases of products as visitors type some characters in the search bar. Refer Appendix 3-8 for a visual depiction of this navigation feature. On another note, the author strongly believes that Amazon.com is successful also because of Amazon.com's success in other areas and topics that are not being assessed in the thesis. These reasons may be out of the thesis scope but the author thinks they are worth to mention, as these reasons may be strong factors as to why Amazon.com is so well received by online shopping community in Malaysia. Many online shoppers residing in Malaysia likes to shop from Amazon.com might be because Amazon.com sells products that are not available in Malaysia and Amazon.com offers international shipping to Malaysia. The ability of Amazon.com to manage and co-operate with vendors, suppliers and sellers to increase their product range may be another reason of its success.

Amazon's competency in handling their logistics, which includes the shipping to customers, is another success factor.

3.3 LITERATURE REVIEW VERSUS GSC.COM.MY

GSC is the abbreviation for Golden Screen Cinemas. GSC is the leading cinema exhibitor in Malaysia and currently GSC has 197 screens in Malaysia⁷⁸. Gsc.com.my is the online website for GSC and visitors could check for movie details such as movie screen time, synopsis of the movie and look at the upcoming movies. Only the members of gsc.com.my could purchase movie tickets from the website, but the registration to become a member is free so visitors who would wish to purchase movie tickets online could do so. The author performs similar observation with Gsc.com.my as with Airasia.com and Amazon.com. Table 3-3 lists each aspects or features of all the six categories that were discussed in Section 2.1 through 2.6 of Chapter 2, and the observation made by the author on Gsc.com.my regarding each aspect.

Table 3-3 Comparison between Literature Review and Gsc.com.my

(Source: Created by Author)

1) Navigation Aspects / Features	
Description Items	Observation
Page Load Time Time needed to load a page.	The author used a page load timer function provided by www.webwait.com and it took an average of 1.96 seconds ⁷⁹ to load the homepage of gsc.com.my. Refer Appendix 3-9 for more analysis by webwait.com.
Visitor's Location Information that shows which part of the website visitors are currently in.	Gsc.com.my does not use breadcrumb trail ⁸⁰ method. Gsc.com.my uses headlines at the top of each page to show where the visitor is at in the website.
Refining Options Availability of refining options that show only products that visitors want.	Drop down menus is the main method that Gsc.com.my uses to refine the information that visitors would want to see. For example, to show only movies currently screening at a particular cinema outlet. The screenshot of dropdown menu in gsc.com.my is shown in Appendix 3-10.

Search Bar Location Search bar located at an easy to reach place.	No search bar is observed. The author thinks that this might be a drawback to the website.
Search Effectiveness Capability of search function to produce accurate or closest possible results.	Not applicable because there is no search function available in the website.
Sorting Options Capability to sort or rearrange search results.	Not applicable because there is no search function available in the website.
Refining Search Results Capability to further narrow down search results.	Not applicable because there is no search function available in the website.
Remove Narrowing Options Capability to remove filtered selections or filtered search results.	Gsc.com.my does not allow visitors to further narrow down the information visitor has previously chosen from the drop down menu. In order for visitor to see other information, visitor has to start selecting their preferred options from the drop down menus.
Pop-up Windows Existence of Pop-up advertisements.	No pop-up advertisements are observed.
Site Map Availability of Site Map in the E-tailing website.	Site map is available in the gsc.com.my website.
2) Website Contents Aspects / Features	
Description Items	Observation
Accurate Headlines and relevant contents Availability of information or contents that visitors expect from the website.	The author finds that the contents of each page reflect accurately the headline of that particular page.
All in one page Capability to choose to show all products of a sub category in one page.	Gsc.com.my shows all the information on movie show times in one page unless visitor chose to view all movies' show times at all cinemas in Malaysia. The information will then be shown in a few pages.
Show the Price Availability of the product price.	The prices of the movie tickets are only shown in the 'Ticket Pricing' page and also at the movie ticket purchase page.
Critical 'Fit' Information Availability of critical relevant information regarding the product, when compatibility matters.	The author thinks this aspect is not applicable.

Photos Show as many photos as possible for a product.	Gsc.com.my is selling services rather than products thus this may not be applicable. However, Gsc.com.my provides a few screenshots from the movie in the movie detail page. But not all movies have screenshots.
Product Availability Reveal availability of product as soon as possible.	The availability of seats for the particular movie is not shown until members of gsc.com.my proceed to make a reservation or proceed to purchase the movie tickets in the website.
Alternative Seller Availability of alternative seller information if product stock is unavailable.	The author thinks alternative seller information may not be applicable to Gsc.com.my.
'About Us' page Availability of 'About Us' page in the website.	There is a 'Corporate Profile' page in the website and the link to this page is available at the bottom of each gsc.com.my page in the website.
'Contact Us' page Availability of 'Contact Us' page in the website.	Contact Us page is available in gsc.com.my website.
'FAQs' page Availability of 'Frequently Ask Questions (FAQs)' page in the website.	FAQ page is available in Gsc.com.my and the link to the FAQ page is located at the bottom of each Gsc.com.my page in the website.
Regular Updates Regular updates of website contents.	The author believes that Gsc.com.my will be regular updated as new movies come to screening in Malaysia.
3) User-generated Contents Aspects / Features	
Description Items	Observation
Forums Availability of forums in the E-tailing website.	No forum is observed in the website.
Product Reviews Availability of product reviews by other buyers or editors.	No product reviews are available in the website.
4) Security Aspects / Features	
Description Items	Observation
Order Confirmation page Availability of 'Order Confirmation' page after purchase is made.	From the author's own experience, Gsc.com.my provides a successful transaction page that is the same as an order confirmation page. Details such as the confirmation ID, which is needed during movie ticket redemption, is provided, the transaction date, the title of the movie, the cinema as well as the show date and time is provided in the successful transaction page.

Order Confirmation email Availability of 'Order Confirmation' email notification after purchase is made.	From the author's experience, registered member could choose whether to receive an order confirmation email from Gsc.com.my while in the process of purchasing movie tickets. An order confirmation email will be sent to member who chooses to receive an email notification after successful transaction is made.
Order and Shipping details Availability of the order and shipping details after purchase is made.	The author thinks the shipping details information is not applicable to movie tickets purchases in Gsc.com.my
'Disclosure Policy' page Availability of 'Disclosure Policy' page.	Gsc.com.my does not have a disclosure policy in the website. Gsc.com.my only has a Privacy Statement as a part of the E-payment ticketing facility's terms and conditions.
'Refunds Policy' page Availability of 'Refunds Policy' page.	Gsc.com.my does not have a refunds policy page but a statement regarding refunds is written as a part of the E-payment ticketing facility's terms and conditions. Movie tickets that are bought online through the Gsc.com.my website is not refundable.
Stresses the use of security Seller stresses on the use of security in the website.	Gsc.com.my uses secured system in the payment section of the website and the author believed Gsc.com.my leverages on the secured systems used by the affiliated payment channels such as PayPal and banks from which registered members of gsc.com.my can choose to make their movie tickets payment. However, the author thinks that gsc.com.my lacks written assurance in the website to registered members regarding the use of security in the website that protects the members' welfare.
5) Website Design Aspects / Features	
Description Items	Observation
Clean and Simple Clean and simple with light and spacious design.	The author personally thinks that the Gsc.com.my website is congested. The author thinks that all the elements in the website such as images, texts, and frames are too near to each other. The author also thinks that the other reason that makes the website looked congested is the contrast between the black background color with the color of texts and the color of many images.
White Space Utilizing white spaces to create airy feel to the website and keeping the website neat.	The background color of the website is black so no white space is observed.
Consistency Consistency in design throughout all the pages in the E-tailing website.	The layout and design of Gsc.com.my pages in the website is fairly consistent.

Font Easy to read fonts are used in the website.	The author thinks that the fonts used in Gsc.com.my are not very easy to read. The font styles are not consistent. The author thinks Gsc.com.my uses too many capital letters. The style, size and lack of spaces could also be another reason that makes the website congested. The author also observed that some of the fonts do not nicely fit into the design of the website. An example of such occurrence can be found in Appendix 3-11.
6) Marketing Aspects / Features	
Description Items	Observation
Electronic newsletters (e-newsletter) Availability of subscription to receiving periodic electronic newsletter.	Registered members of gsc.com.my can choose whether they would like to subscribe to receiving weekly movie updates or new movie information to international screens.
New Product announcements Availability of subscription to receiving new products, services or new innovation announcements.	Gsc.com.my only has one mail subscription, which is the weekly movie updates or new movie information to international screens.
Give users something to do Activities that allows visitors to participate in such as games, contests, etc.	The author noticed that Gsc.com.my has contests quite often for registered members to take part in.
Loyalty Campaigns Availability of enticing offers, discounts, free giveaways, prizes or samples.	The author observed that although there are not many huge enticing offers and discounts being offered in Gsc.com.my, registered members of gsc.com.my has some benefits such as free movie treat on their birthday month as well as chances to get movie passes or vouchers.

Other Observations:

The reasons to the success of Gsc.com.my may be because of the nature of business as well as the convenience registered members could enjoy if they purchase movie tickets online instead of buying the movie tickets over the cinema ticket counter. People usually would need to be in very long queue especially at bigger and more popular cinema outlets. Famous movie films' tickets would be out of tickets very fast. Thus the author thinks that even though the website of Gsc.com.my is not as well designed as AirAsia.com and Amazon.com, Gsc.com.my can still be successful because of the convenience members can reap out of purchasing the movie tickets online.

3.4 SUMMARY COMPARISON BETWEEN THE 3 E-TAILING WEBSITES

























Section 3.4 presents the author's own assessment of the aspects and features previously discussed in Section 2.1 through Section 2.6 in Chapter 2 with AirAsia.com, Amazon.com and Gsc.com.my. Assessment will be presented with five responses, which are 'Satisfactory', 'Not very satisfactory', 'Not Satisfactory', 'Not Available' and 'Not Applicable'. Different shapes would present each of the three responses as follows:


























- a) Satisfactory would be presented by '😊⁸¹'. Satisfactory assessment would be given to aspects or features that the author thinks the website has done a good job at.
- b) Not very satisfactory would be presented by '😐⁸²'. Not very satisfactory assessment would be given to aspects or features that are available in the website but the author thinks there is room for improvement.
- c) Not satisfactory would be presented by '😡⁸³'. Not satisfactory would be given to aspects or features that the author thinks the website has done a bad job at.
- d) 'Not available' would be given if the particular aspects or features is not available in the website.
- e) 'Not applicable' would be given to aspects or features that the author thinks is not applicable to the website because of the nature of the business.
































Table 3-4 presents the author's assessment of the three websites with regards to the six categories of aspects and features of a successful E-tailing website. Note that the assessment performed is based entirely on the author's own personal opinions.










Table 3-4 The Author's Assessment of the 3 websites

(Source: Created by Author)

1) Navigation Aspects / Features			
Description Items	AirAsia	Amazon	GSC
Page Load Time Time needed to load a page.			
Visitor's Location Information that shows which part of the website visitors are currently in.			
Refining Options Availability of refining options that show only products that visitors want.			
Search Bar Location Search bar located at an easy to reach place.			Not available
Search Effectiveness Capability of search function to produce accurate or closest possible results.			Not available
Sorting Options Capability to sort or rearrange search results.	Not available		Not available
Refining Search Results Capability to further narrow down search results.	Not available		Not available
Remove Narrowing Options Capability to remove filtered selections or filtered search results.	Not available		Not available
Pop-up Windows No pop-up advertisements.			
Site Map Availability of Site Map in the E-tailing website.		Not available	
2) Website Contents Aspects / Features			
Description Items	AirAsia	Amazon	GSC
Accurate Headlines and relevant contents Availability of information or contents that visitors expect from the website.			

All in one page Capability to choose to show all products of a sub category in one page.	Not applicable		
Show the Price Availability of the product price.			
Critical 'Fit' Information Availability of critical relevant information regarding the product, when compatibility matters.	Not applicable		Not applicable
Photos Show as many photos as possible for a product.	Not applicable		Not applicable
Product Availability Reveal availability of product as soon as possible.			
Alternative Seller Availability of alternative seller information if product stock is unavailable.	Not applicable		Not applicable
'About Us' page Availability of 'About Us' page in the website.			
'Contact Us' page Availability of 'Contact Us' page in the website.			
'FAQs' page Availability of 'Frequently Ask Questions (FAQs)' page in the website.			
Regular Updates Regular updates of website contents.			
3) User-generated Contents Aspects / Features			
Description Items	AirAsia	Amazon	GSC
Forums Availability of forums in the E-tailing website.	Not available		Not available
Product Reviews Availability of product reviews by other buyers or editors.	Not available		Not available

4) Security Aspects / Features			
Description Items	AirAsia	Amazon	GSC
Order Confirmation page Availability of 'Order Confirmation' page after purchase is made.			
Order Confirmation email Availability of 'Order Confirmation' email notification after purchase is made.			
Order and Shipping details Availability of the order and shipping details after purchase is made.	Not applicable		Not applicable
'Disclosure Policy' page Availability of 'Disclosure Policy' page.			
'Refunds Policy' page Availability of 'Refunds Policy' page.			
Stresses the use of security Seller stresses on the use of security in the website.			
5) Website Design Aspects / Features			
Description Items	AirAsia	Amazon	GSC
Clean and Simple Clean and simple with light and spacious design.			
White Space Utilizing white spaces to create airy feel to the website and keeping the website neat.			
Consistency Consistency in design throughout all the pages in the E-tailing website.			
Font Easy to read fonts are used in the website.			
6) Marketing Aspects / Features			
Description Items	AirAsia	Amazon	GSC
Electronic newsletters (e-newsletter) Availability of subscription to receiving periodic electronic newsletter.			

New Product announcements Availability of subscription to receiving new products, services or new innovation announcements.			
Give users something to do Activities that allows visitors to participate in such as games, contests, etc.			
Loyalty Campaigns Availability of enticing offers, discounts, free giveaways, prizes or samples.			

From the assessment results of Table 3-4, Amazon.com seems to be the best E-tailing website among the three because most of the aspects are rated with ‘Satisfactory’. The second best among the three is AirAsia.com website and lastly it is the Gsc.com.my website.

CHAPTER 4. ANALYSIS OF QUESTIONNAIRE RESULTS

To supplement the concepts and principles collected from the literature review sources, the author deemed it necessary to conduct a survey. Considering that the aim of this thesis is to come out with a list of key features or characteristics that an E-tailing website should have to be successful in Malaysia, the survey was conducted with the objective of getting a clearer perspective of what Malaysian online shoppers really want and expect from an E-tailing website. The information gathered from the respondents would serve as valuable inputs for the author in drafting appropriate recommendations of this thesis in Chapter 5.

4.1 QUESTIONNAIRE SURVEY

The questionnaire was organized into five main sections. The first section is the cover letter prepared by the author explaining briefly the purpose of the questionnaire survey as well as the emphasis on confidentiality of the respondents' information. The second section focuses on the target respondents' personal information. The third section covers the respondents' exposure to online purchasing. Questions regarding frequency of online purchasing and the E-tailing websites respondents had bought from are included. The respondents' experience of online purchasing is enquired in this third section. The fourth section is only for respondents who have not purchased online before. Questions to find out the concerns respondents have regarding online purchasing are asked.

The fifth section is the most important section for the author because the respondents are asked to rate the importance of each aspect of the key areas the author would want to assess. The key areas that the author wants to evaluate are as stated below. The six key areas were also described earlier in Chapter 2 from Section 2.1 through Section 2.6:

1. Navigation within the E-tailing website
2. Contents of the E-tailing website
3. User generated contents in the E-tailing website

4. Security aspects of the E-tailing website
5. Design of the E-tailing website
6. Marketing through the E-tailing website

Refer Appendix 1 for the Questionnaire Survey form and refer Appendix 2 for a snapshot of the one hundred and twelve responses received.

4.2 BRIEF FACE SHEET OF RESPONDENTS

The author sent out a total of around four hundred survey invitations and the author received one hundred and twelve responses over the period of 2 weeks. Respondents were targeted at people currently residing in Malaysia. Other than the restriction on current residing country to Malaysia, the author welcomes responses from any respondents. Table 4-1 below presents a brief summary face sheet of the one hundred and twelve respondents.

Table 4.1 Summary of Respondents' Face Sheet

(Source: Created by Author)

Gender		Age Group				Income (in RM)				
M	F	20 - 29	30 - 39	40 - 49	50 - 59	<1000	1k - 3k	3k - 5k	5k - 10k	>10k
63	48	33	68	9	2	5	7	30	47	23
Total: 112 respondents										

The gender of the respondents is fairly balanced between male and female with only 15 more male respondents than female. Most respondents are in the age group of thirty to thirty nine years old. This may be due to the fact that the author's circle of friends is of this age group. The individual monthly income of most of the respondents starts from three thousand Ringgit Malaysia (RM).

4.3 GENERAL ANALYSIS REGARDING ONLINE PURCHASING

Section 4.3 presents the author's analysis and observation of the data received from the

questionnaire survey regarding the exposure of respondents' to online purchasing. The general analysis will include the percentage of respondents that has bought from the Internet before, the concerns of those respondents that has never bought from the Internet before, the frequency of online purchasing performed by respondents, and the online purchasing experience respondents have had so far.

The pie chart in Figure 4-1 shows that 89% of respondents has purchased products or services online before, while 11% out of the one hundred and twelve respondents has never made any online purchases before.

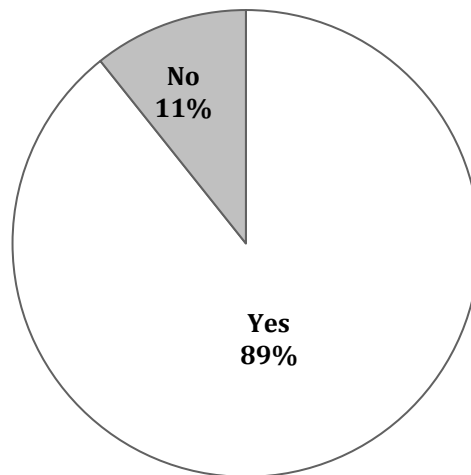


Figure 4.1 Percentage of respondents that has and has never purchased online before
(Source: Created by Author)

Figure 4-2 shows that out of the 89% of respondents that has made online purchases before, almost 66% of the respondents make online purchases several times in a year and around 23% make online purchases monthly. The 'others' responses which takes up around 7% includes responses such as 'very seldom', 'purchases are made only occasionally when it is necessary' and 'once per year'. The author thinks that the statistics in Figure 4-2 supports the assumption that E-tailing in Malaysia is still in its infancy stage.

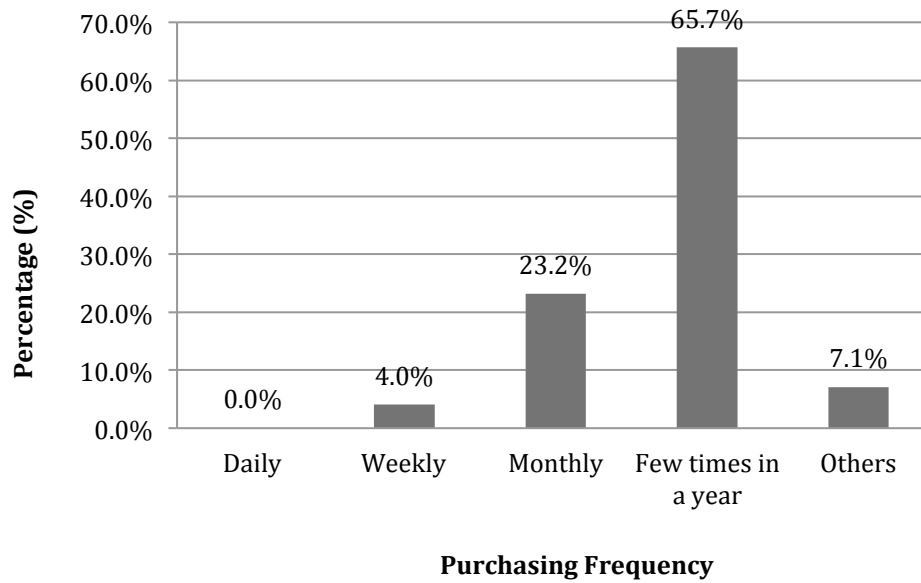


Figure 4.2 Online Purchasing Frequency
(Source: Created by Author)

Figure 4-3 shows the different responses that respondents had in regards with their online purchases experiences. All of the one hundred respondents that had purchased online had fair, good and very good experience. None of the one hundred respondents gave bad or very bad response.

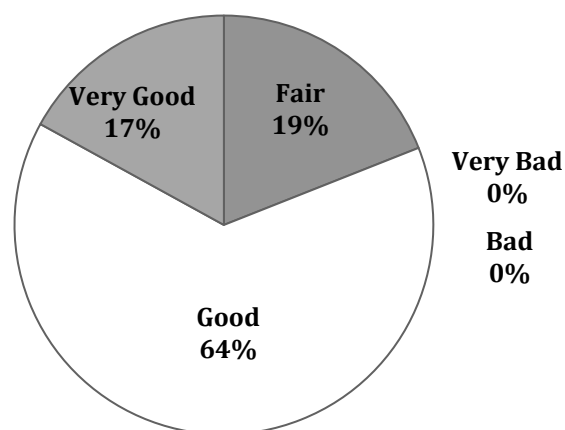


Figure 4.3 Online Purchasing Experiences
(Source: Created by Author)

The author would like to investigate the concerns of those respondents that have never made purchases from the Internet before. Figure 4-4 has been generated from the responses given by the twelve respondents that have never made online purchases before. One question in the questionnaire survey asks the respondents about the concerns that cause them not to purchase products online. The respondents are allowed to choose, as many concerns as they think are relevant to them from the questionnaire question. Refer Question 2 of Section C in the questionnaire survey form in Appendix 1. The concern with the highest percentage, 31%, is that respondents would want to see and touch the real physical product. The next two main concerns are related to the security aspects of the E-tailing website, with 17% of the respondents say that they do not trust the online payment system and 14% do not trust the online seller.

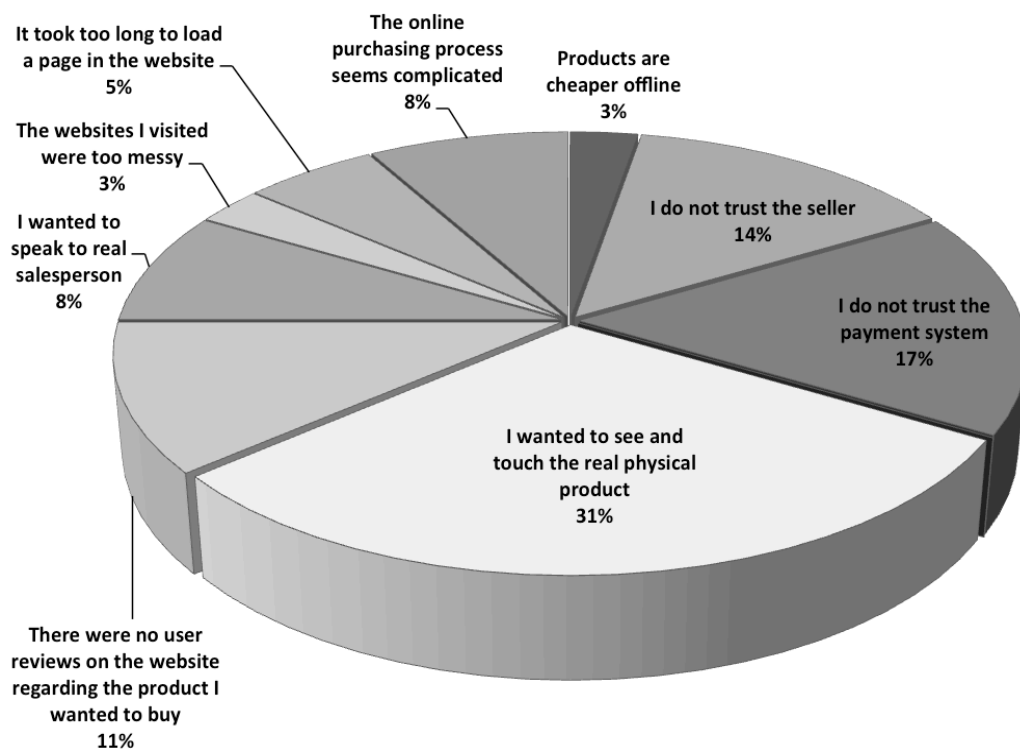


Figure 4.4 Concerns regarding Online Purchasing
(Source: Created by Author)

4.4 ANALYSIS REGARDING NAVIGATION EXPERIENCES

Analysis specifically on the respondents' expectation of E-tailing website navigation experiences is discussed in Section 4.4. The author has inquired respondents to rate the importance of each navigation aspects in the questionnaire survey from a scale of one to five, one being the least important and five being the most important. The navigation aspects that are being assessed using the questionnaire survey are as stated below:

1. Time needed to load a page in the website
2. Information on visitor's current location in the E-tailing website
3. Availability of refining options to allow visitors to see only the products of their interest
4. "Search" bar located at an easy to reach location
5. Effectiveness of the "search" function to produce accurate search results
6. Ability to sort or rearrange search results the way respondents wants
7. Ability to further narrow the search results
8. Ability to remove narrowed selections
9. Existence of Pop-up advertisements

All the nine navigation aspects have been discussed in Chapter 2. Refer Section 2.1 of Chapter 2 for the detailed description on each navigation aspects above.

From Figure 4-5, 'time needed to load a page' and 'effective search engine' are the most important navigation aspects for the one hundred and twelve respondents. More than 50% of the respondents rated both of the navigation aspects with scale 5 (Most important). Availability of refining options, ability to further narrow the search results and ability to remove narrowed selections are deem to be important to the respondents as well since most of them rated these navigation aspects with scale 4. The existence of pop-up advertisements on the other hand is the least important to the respondents.

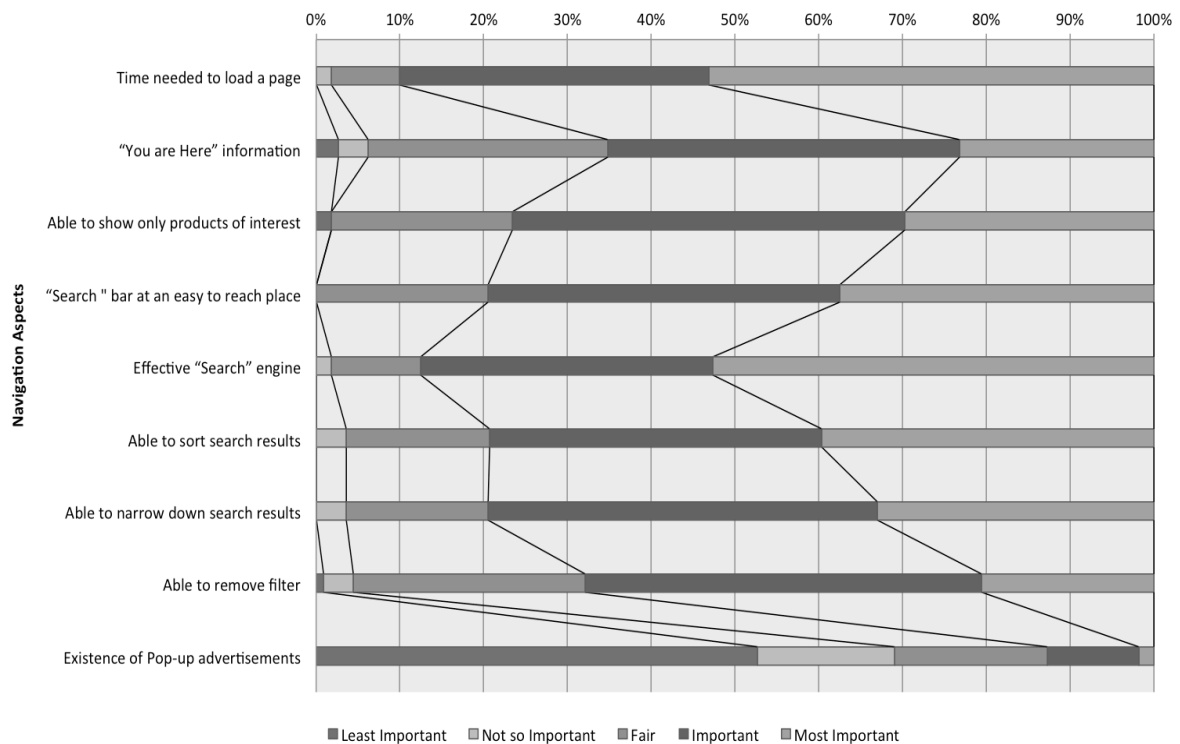


Figure 4.5 Importance Scale of Navigation Aspects
(Source: Created by Author)

4.5 ANALYSIS REGARDING E-TAILING WEBSITE CONTENTS

Section 4.5 presents the analysis regarding the respondents' expectation of E-tailing website contents. The author has inquired respondents to rate the importance of each contents aspect in the questionnaire survey from a scale of one to five, one being the least important and five being the most important. All the eleven E-tailing website contents aspects that are discussed in Section 2.2 in Chapter 2 are assessed using the questionnaire. Figure 4-6 is the result of the author's analysis on the respondents' expectation of E-tailing website contents.

Figure 4-6 shows that 75% of the respondents rated 'Showing the price of products' to be the most important website content. Other website contents aspects that has more than 50% being rated as most important is the 'availability of critical fit information'.

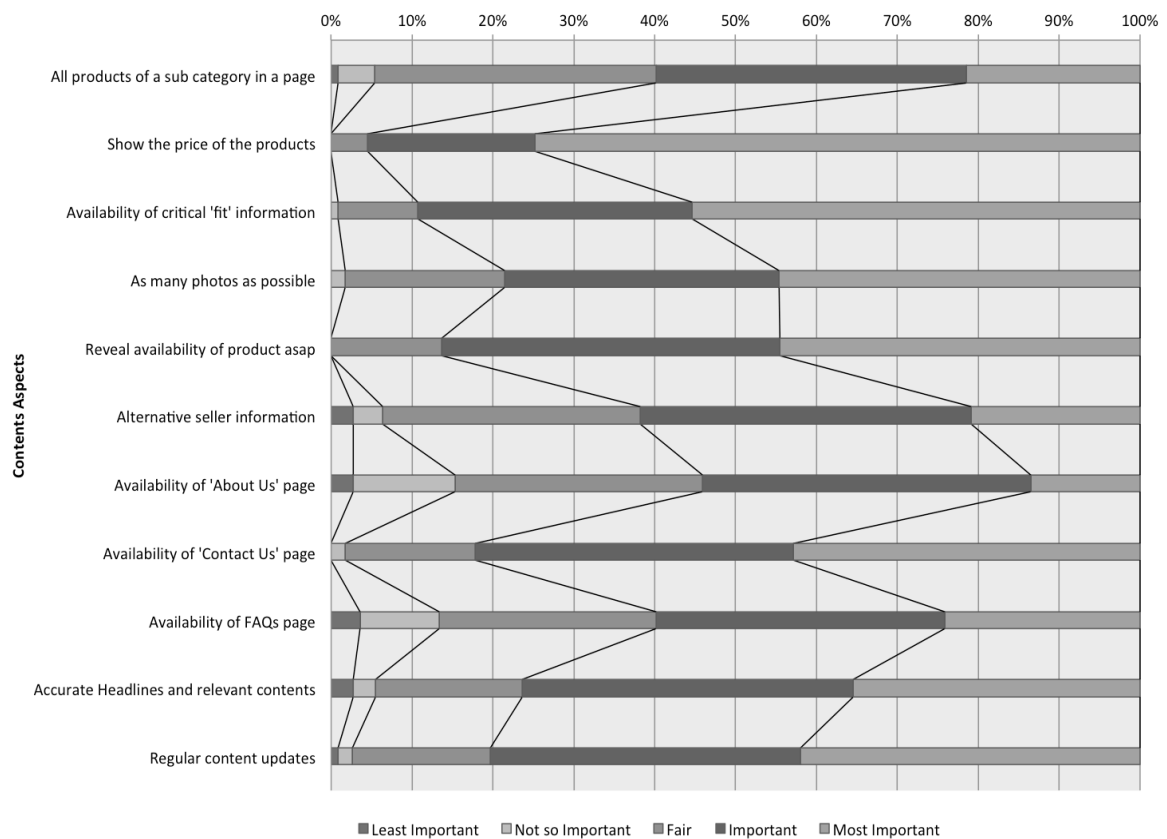


Figure 4.6 Importance Scale of E-tailing Website Contents
(Source: Created by Author)

4.6 ANALYSIS REGARDING USER-GENERATED CONTENTS

Section 4.6 will discuss the author's analysis and observation on the area of user-generated contents in the E-tailing website. The questionnaire includes questions that inquires the respondents to rate the importance of forum in the E-tailing website and the importance of product review in the E-tailing website. Visitors that have bought the products or services before usually are the content contributors to both forums and product reviews. Refer Section 2.3 in Chapter 2 for detailed description of these aspects. Figure 4-7 depicts the analysis of the importance of user-generated contents to the respondents.

From the analysis performed by the author, the respondents indicated that the availability of an online discussion group, also known as forums is not that important to the respondents. Figure

4-7 shows that less than 15% out of the one hundred and twelve respondents rated the availability of forums with 'Most Important'. However, the opposite is observed for the availability of product reviews in the E-tailing website. More than 80% of the respondents rate the 'availability of product reviews' with either 'Important' or 'Most Important', indicating that product reviews are indeed important for the respondents.

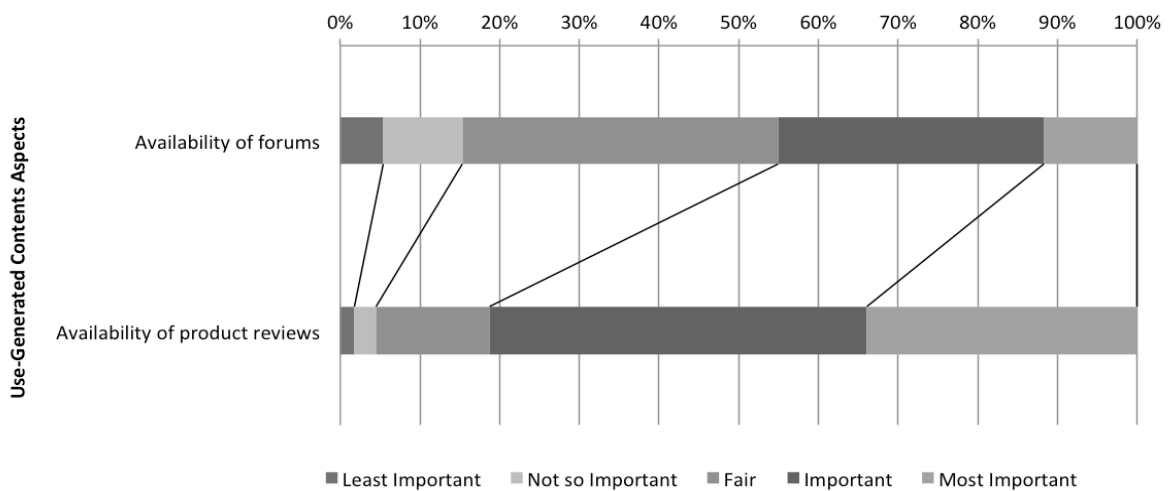


Figure 4.7 Importance Scale of User-Generated Contents

(Source: Created by Author)

4.7 ANALYSIS REGARDING SECURITY ASPECTS

The author will present the analysis and observation regarding security aspects of the E-tailing website in Section 4.7. The following security aspects were asked in the questionnaire survey:

1. Availability of 'Order confirmation' page after purchase is made
2. Availability of 'Order Confirmation' email after purchase is made
3. Availability of Order and Shipping details after purchase is made
4. Availability of 'Disclosure Policy' page in the website
5. Availability of 'Refunds Policy' page in the website
6. The emphasis of security usage in the website

All the above-mentioned security aspects are discussed earlier in Section 2.4 of Chapter 2. A detailed description of each aspect can be found in Section 2.4 of Chapter 2.

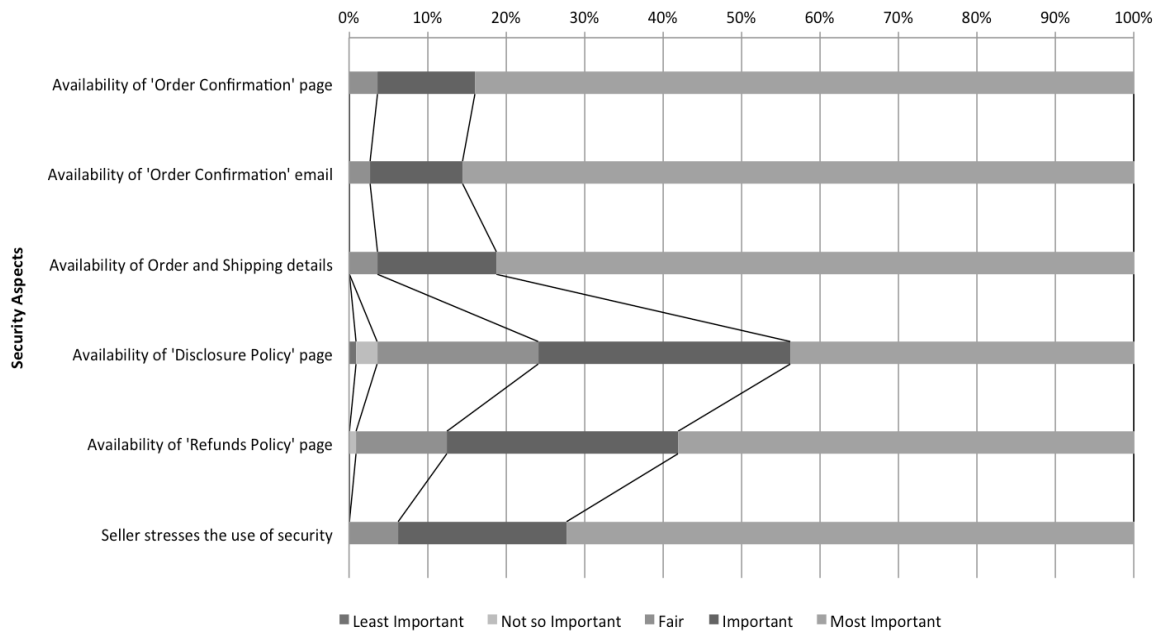


Figure 4.8 Importance Scale of Security Aspects
(Source: Created by Author)

Figure 4-8 clearly shows that all the security aspects are important to the respondents. All six of the security aspects has more than 50% of the respondents rating them as 'Most Important' security aspects except for 'Availability of Disclosure Policy' which has 43% of the respondents rated it as 'Most Important'. Security aspects of the E-tailing website is definitely very important to the respondents of this questionnaire survey.

4.8 ANALYSIS OF E-TAILING WEBSITE DESIGN

Only one question regarding the E-tailing website design is included in the questionnaire survey form. The question asks how important the overall look and feel of the E-tailing website design to the respondents is. The pie chart in Figure 4-9 shows that 39% out of the one hundred and twelve respondents rated it with 'Most Important' and 42% rated it with 'Important'. The author

assumes the design aspects plays a certain degree of importance to the success of the E-tailing website.

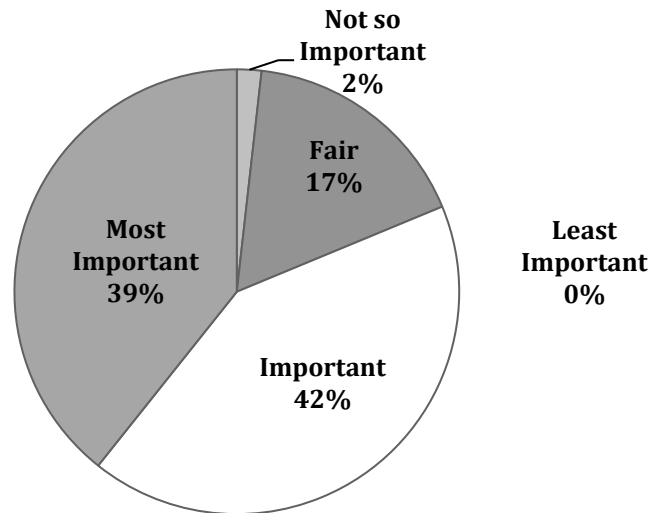


Figure 4.9 Importance Scale of Overall E-tailing Website Design

(Source: Created by Author)

4.9 ANALYSIS REGARDING MARKETING ASPECTS

The author did not use the term ‘marketing aspects’ in the questionnaire so to get a more accurate response from the respondents. The author thinks that if the term marketing is used, respondents might be biased to give a lower rate to the marketing aspects that the author wants to assess. Thus, questions regarding marketing aspects were included in the ‘Features and Functions’ aspects in the questionnaire. Refer Section D in the questionnaire survey form in Appendix 1. The marketing aspects that are being assessed are as stated below:

1. Subscription to electric newsletter,
2. Subscription to new product announcements,
3. Free giveaways such as free gifts and samples.

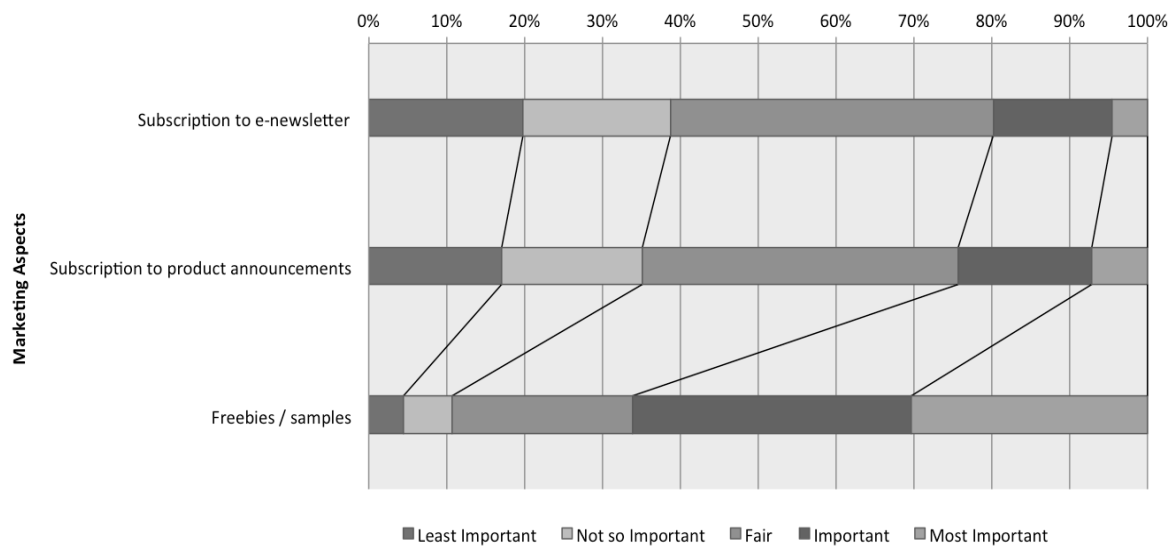


Figure 4.10 Importance Scale of Marketing Aspects

(Source: Created by Author)

Most of the respondents do not seem to put much expectation of whether they could subscribe to receiving periodic newsletters or announcement regarding new products, services or innovations from the E-tailing website. Figure 4-10 shows that around 40% of the respondents rated subscriptions to electronic newsletters and product announcements with 'Fair'. The author assumed that the respondents do not take this aspect as an important aspect but as something that would be good to have. However, the respondents seem to pay a little more attention to the products or services in the E-tailing website when freebies or samples are given out for free. 30% of the respondents rated free giveaways as 'Most Important' in encouraging them to purchase from the E-tailing website and 36% of them rated free giveaways as 'Important'.

4.10 RANKING OF ASPECTS' CATEGORIES

At the end of the questionnaire, the author inquired the respondents to rank each of the five aspects' categories. The five categories are navigation experiences, contents of the E-tailing website, features and functions of the E-tailing website, security and design of the E-tailing website. The features and functions category includes marketing aspects as well as user-generated contents

aspects. The respondents are asked to give each category a ranking, Rank 1 through Rank 5 with Rank 1 being the most important to them. However, each rank can only be used once. The purpose of this question is to assess which of the five categories is the most important for the respondents. Refer the last question of Section D in the questionnaire survey form in Appendix 1. Sixty-six respondents answered this question correctly and based on the responses from these sixty-six respondents, the following graph is generated.

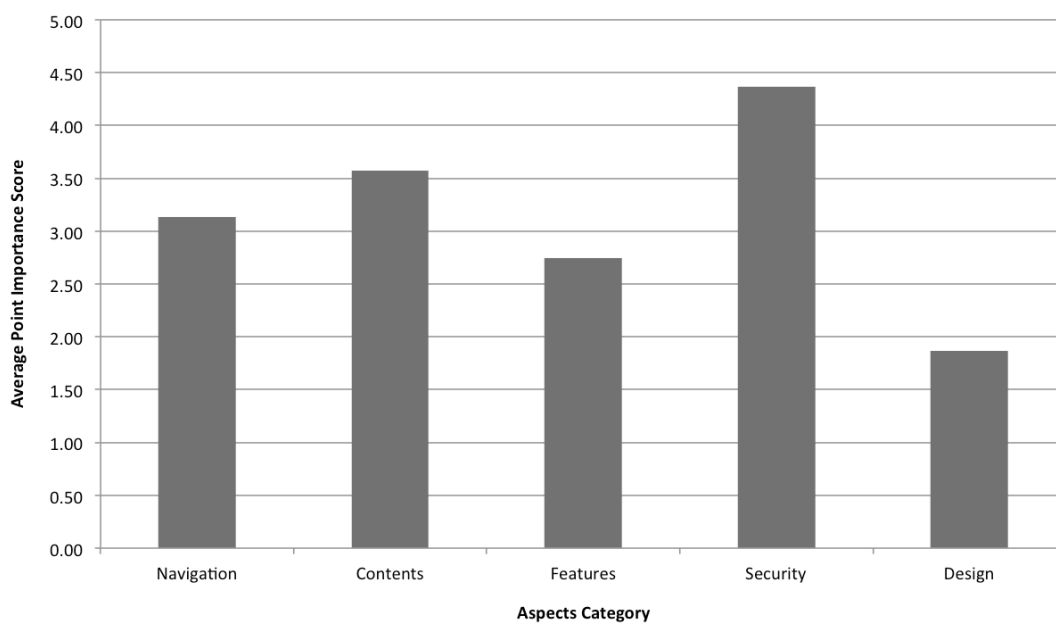


Figure 4.11 Ranking of Each Aspects Category

(Source: Created by Author)

The ‘Average point Importance Score’ is calculated by assigning a weight point system to the rankings provided by the respondents. 5 points would be multiplied by the number of respondents for Rank 1, followed by 4 points for Rank 2, 3 points for Rank 3, 2 points for Rank 4 and 1 point for Rank 5. An average score would then be calculated by dividing the points with the total number of respondents. The formula used to calculate each category’s average point importance scale is as shown below:

$$\text{Average Point Importance Scale} = ((5 * \text{number Rank 1}) + (4 * \text{number Rank 2}) + (3 * \text{number Rank 3}) + (2 * \text{number Rank 4}) + (1 * \text{number Rank 5})) / \text{Total Number of Respondents}$$

‘Number of Rank’ being the total respondents who rated the aspect category with the particular rank. Figure 4-11 is able to provide the author with a clear indication of importance for each aspects category to the respondents. From Figure 4-11, the author could assume that most online shoppers in Malaysia look at security as the most important aspect out of the five aspect categories, followed by the contents of the E-tailing website, followed by the navigation experiences, followed by functions and features in the E-tailing website and lastly the design of the website.

CHAPTER 5. RECOMMENDATIONS

Chapter 5 would focus on the author's recommendations to creating a good E-tailing website. The recommendations will mainly focus on the areas that are being researched in the thesis. The author thinks the six aspects or features categories that are being discussed in the thesis are indeed important and should be taken into account in developing an efficient and useful E-tailing website.

5.1 PRIORITIZATION

The author's first recommendation is that businesses should prioritize the most important category to online shoppers and ensure the aspects or features of the category are implemented properly. The analysis of the questionnaire survey results shows that most online shoppers residing in Malaysia would prioritize the importance of the six categories based on the following sequence, number 1 being the highest in importance:

- 1) Security aspects of the E-tailing website
- 2) Contents of the E-tailing website
- 3) Navigation experiences within the website
- 4) Functions and features in the E-tailing website; which consists of the user-generated aspects and marketing aspects of the E-tailing website
- 5) Design of the E-tailing website

Therefore, the recommended aspects or features for each category will be presented according to the importance sequence above. The analysis on the questionnaire responses performed by the author is the main basis of the author's recommendations.

5.2 RECOMMENDED SECURITY ASPECTS / FEATURES

Security is the most important aspects category and the author thinks businesses should put heavy emphasis on security because online shoppers will purchase something from the E-tailing website only when they feel safe. The author recommends the following as the must-haves aspects or

elements in the E-tailing website:

- 1) Show customer the '**Order confirmation**' *page* after purchase is made.
- 2) Send '**Order confirmation email**' to customer after purchase is verified.
- 3) Provide **full order details and shipping details** to customers as soon as possible.
- 4) Businesses must **emphasize the usage of security** in the website in order to create a safety feeling to customers or potential customers.
- 5) Spell out the **refunds policy** clearly in the website.
- 6) Spell out the **disclosure policy** clearly in the website.

At least 75% of the 112 questionnaire respondents said that each of the elements above was important if not very important to them. The analysis of security aspects can be referred to at Section 4.7.

5.3 RECOMMENDED CONTENTS ASPECTS / FEATURES

Useful contents in the E-tailing website also plays an important role in the success of E-tailing website. Eleven aspects of E-tailing website contents have been brought up in Section 2.2 but the author recommends businesses to put emphasis and effort into the following eight aspects because at least 75% of the 112 questionnaire respondents replied that these aspects are either important or very important to them:

- 1) Show the **price of products** as soon as possible. Showing the product price is the most important aspect within the contents aspects of the E-tailing website.
- 2) Provide **critical fit information** of the product when compatibility matters. Critical fit information is able to ensure the customer that the product fits their expectation and their needs.
- 3) Reveal the **availability of the product** as soon as possible.
- 4) Ensure there is a '**Contact Us**' *page* in the website so that visitors know how and where to get in touch with the business team when need arises.
- 5) **Regular updates** to the website encourages visitors to keep coming back to the E-tailing

website. Visitors like new contents, information, deals and promotions.

- 6) Provide as many *photos* as possible on a product. Photos on different angle helps visitors to compensate the real-life touch and feel experience they could not get from online shopping. However, the author would like to point out that photos that are too large in file size might slow down the loading time of the page. Website pages that are too slow will discourage visitors and visitors may leave the website and never come back again. Entrepreneurs and businesses should take into account of their target customers' average Internet speed, especially when the target customers will most probably access the website from home.
- 7) Ensure that the *contents reflects accurately the headlines* of the website. Visitors will leave when they did not find what they expect.
- 8) Provide '*About Us*' page in the website. Even though only 54% of the 112 respondents said that the 'About Us' page is important or very important to them, the author thinks that this is the opportunity for businesses to showcase what the business is about and allow visitors to know more about the business team, especially if the brand is still new.

5.4 RECOMMENDED NAVIGATION ASPECTS / FEATURES

Easy and user-friendly navigation experiences within the website increases visitors' shopping experience. Visitors will more likely to return to the E-tailing website if they are happy shopping in the E-tailing website. Ten navigation aspects have been discussed in Section 2.1 but the author recommends businesses to put more emphasis into the following seven aspects because these aspects are important, if not very important to at least 75% of the 112 questionnaire respondents.

- 1) Ensure the *loading time* of any page of the website is as fast as possible. As the author has described earlier in Section 5.3, businesses should consider their target customers' average Internet speed, especially when the target customers will most probably access the website from home. Even though the telecommunication infrastructure in Malaysia is improving, still many households have slow Internet connection speed, especially households at smaller towns or rural areas. According to a research conducted by Akamai, the average Internet

speed in the whole nationwide is 1.8Mbps, which is by Akamai's standard, below the 2Mbps broadband threshold. Just for the sake of comparison, the average Internet connection speed in Japan is 9.1Mbps⁸⁴.

- 2) Ensure that the ***search function is effective*** and able to produce accurate or closest possible results. Inability of the search function to produce results visitors are looking for means the product or service is not being sold in the website.
- 3) Provide ***refining options*** when it is appropriate especially when there are a lot of products are being offered in the website. The ability to show only the products that interests the visitor makes the navigation experience pleasant.
- 4) Ensure the ***search bar is located at an easy to reach place***. The author also recommends that the location be ***consistent*** throughout the whole website.
- 5) Allow visitors to ***sort or rearrange the search results*** according to the visitor's preference.
- 6) Allow visitors to ***narrow down the search results*** to show only products or services that the visitors want to see.
- 7) ***Avoid pop-up*** advertisements. More than 50% of the questionnaire respondents answered that pop-up advertisements are the least important to them.

Another element that the author would like to recommend is to ***allow visitors to return to the search results list page easily***. The ease of returning to the full result list page is an aspect that the author observed while conducting the real life E-tailing websites observation. The author noticed that some website do not allow visitors to return to the search results list after visitors are brought to the product detail page. Allowing visitors to go back to the search results page may increase the navigation experience of the E-tailing website.

5.5 RECOMMENDED USER-GENERATED CONTENTS ASPECTS / FEATURES

User-generated contents help to contribute regular updates to the E-tailing websites. However, businesses would want to ensure the user-generated contents are purposeful and are able to help

increase sales. The author would recommend E-tailing websites to allow visitors to write *product reviews* on the products they have purchased before. Positive product reviews written by other buyers could perhaps increase the possibility of visitors buying the product.

5.6 RECOMMENDED MARKETING ASPECTS / FEATURES

The purposes of marketing are but not limited to create awareness as well as to create sales. The author recommends businesses to incorporate the following aspects into the E-tailing website in order to achieve the purpose of marketing:

- 1) Allow visitors to *subscribe to e-newsletters or announcements* from the E-tailing website.
The approach of sending out e-newsletters and announcements to subscribers is called email marketing. Even though email marketing is not an important aspect in the online shoppers' perspective, it is the easiest and cost effective way for businesses to reach a mass audience.
- 2) *Loyalty campaigns* such as enticing offers, discounts, freebies or samples seems to be effective in encouraging visitors to purchase at the E-tailing website.
- 3) *Events* such as contests and games in the website where visitors could participate may also increase brand awareness as well as encouraging visitors to keep coming back to the E-tailing website.

5.7 RECOMMENDED WEBSITE DESIGN ASPECTS / FEATURES

Even though the design aspects ranked as the lowest importance amongst the six categories, the author thinks website design is also essential. A well designed E-tailing website will always be preferred over a badly designed E-tailing website. In fact, 39% of the 112 questionnaire respondents said that the E-tailing website's design is very important to them. The author recommends that the following aspects be considered when designing the E-tailing website:

- 1) *Clean and simple* website is advisable. White spaces can be used to achieve that. White spaces also creates an airy and spacious feeling in the E-tailing website.
- 2) Ensure there is *consistency* in the layout, design and colors throughout the whole website.

- 3) Ensure the *fonts* that are used in the website are *easy to read*. The author also recommends that standard fonts be used so that the texts can be viewed in a wide range of web browsers.

5.8 ADDITIONAL RECOMMENDATIONS

Section 5.8 focuses on five additional recommendations from the author. The first two recommendations are aspects that the author deem important but have not been observed through the review of related literature. The next three recommendations are related to areas outside of the thesis scope. Nevertheless, the author decides to mention them because the author thinks that the success of the E-tailing website depends on these three factors as well.

- 1) Ensure product *photos reflect the products as accurately as possible*. Some questionnaire respondents commented that it is important to them that the quality of the product is the same or better than what they saw from the photos in the E-tailing website. Some other questionnaire respondents commented that they are disappointed with the E-tailing website because the quality of the product is different from what was shown and explained in the E-tailing website. Thus, the author would recommend businesses to upload photos that reflect the details and the quality of the products as accurately as possible in order to win customers' trusts.
- 2) Ensure the E-tailing website *could be viewed by* all widely used web browsers including *mobile browsers*. Research compiled by GfK Asia revealed that two out of every three mobile handset users in South East Asia including Malaysia, are smartphone users⁸⁵. Figure 5-1 shows the forecast of global sales of tablets with embedded 3G or 4G connectivity. Rapid growth of the tablets sale is expected through year 2015. The author thinks that businesses should take this hype in trend of smartphones and tablets usage into consideration and adapt the business' E-tailing website to the web browsers of these mobile devices.

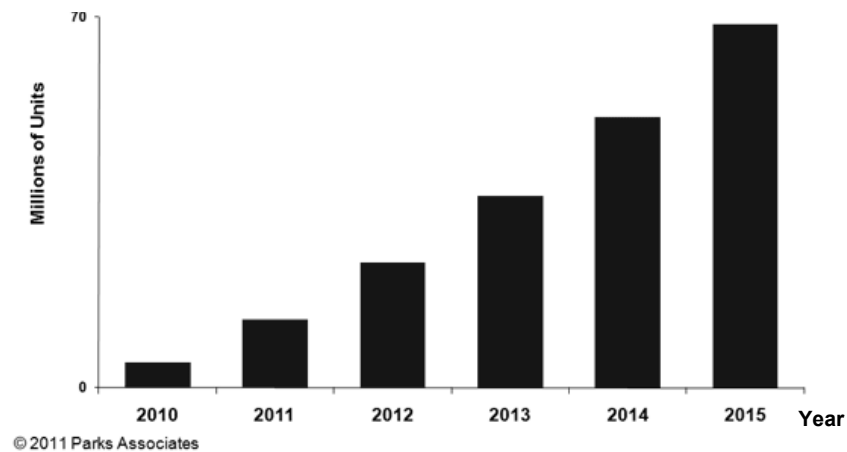


Figure 5-1 Global Sales of Tablets with Embedded 3G/4G Connectivity (2010-2015)

(Source: Parks Associates⁸⁶)

- 3) The author observed that for many cases, an E-tailing website is successful because of the products or services that are being offered in the E-tailing website. E-tailing with *good products or services tends to be more successful*. Besides good products or services, the *price* of the products or services plays important part too. Many questionnaire respondents commented that they choose to purchase online because of the cheaper price. Taking AirAsia as an example, the price of their flight services are relatively low and affordable and AirAsia offers periodic promotion sales which entice visitors to go and purchase flight tickets from the AirAsia.com website. Therefore, the author recommends businesses to assess the 3Ps out of the 4Ps of the business's marketing mix in careful detail. The 3Ps being Product, Price and Promotion. The author assumed the other P, which is Place would be E-tailing website for the case of online retailing.
- 4) The author also would recommend businesses to put careful consideration into promoting the businesses' E-tailing websites. The E-tailing website may have the best security aspects, the best navigation aspects, the best contents and the best website design, but the E-tailing website may not be able to generate any sales if no one ever know the E-tailing website existed. The author recommends businesses to generate ways to *promote, market, advertise and make the E-tailing website known* to other people.

5) There is a question in the questionnaire survey form that asks respondents to give comments on their online purchasing experiences. The author observed certain pattern in the respondents' response. Many respondents commented that they had purchased from E-tailing websites because purchasing online is easy, convenient, fast, secured and the products arrived at their home on a timely manner. Convenience is the most commented reason. Therefore, the author would recommend businesses to assess the businesses' E-tailing websites according to these questions:

- a. Does the E-tailing website provides convenience to customers? Or does it create hassle for customers instead?
- b. Does the E-tailing website gives a sense of security for visitors to purchase products from?
- c. Is the E-tailing website's purchasing process simple and fast? Or is the purchasing process too lengthy and seems difficult?
- d. Can the products reach the customers timely and within a period of time acceptable to customers?

CHAPTER 6. CONCLUSION

The author started the thesis with three objectives in mind, the objectives were stated as follows:

1. Analyzing determinants of successful E-tailing website,
2. Understanding the needs of Malaysian online shoppers, and
3. Presenting identified key success factors of E-tailing websites in Malaysia through the research methodologies of the thesis.

All three objectives were achieved as the thesis comes to completion. Through the active literature study of secondary sources such as articles, journals, websites articles and books related to successful E-tailing websites, the first objective was achieved. The author managed to analyze, extract and categorize aspects and features that other authors or entrepreneurs deem important to creating a successful E-tailing websites into six categories. The categories are navigation experiences within the E-tailing website, contents of the E-tailing website, user-generated contents in the E-tailing website, security of the E-tailing website, the design of the E-tailing website and the marketing move through the E-tailing website. The detailed discussion of each category has been presented in Section 2.1 through Section 2.6 of Chapter 2.

The analysis of three successful E-tailing websites in Malaysia assisted the author in evaluating whether the aspects or features obtained from the literature review study applies to real life successful E-tailing websites in Malaysia. Furthermore, one hundred and twelve responses were received in the questionnaire survey conducted by the author. Analysis of the questionnaire responses helped the author to better understand the needs and expectation of online shoppers currently residing in Malaysia. Thus, the second objective of the thesis, which is to understand the needs of Malaysian online shoppers, is also achieved. The results of the E-tailing websites analysis and the results of questionnaire survey were thoroughly discussed in Chapter 3 and Chapter 4.

The third and most important objective of the thesis is to identify key success factors of E-tailing websites in Malaysia. In another words, the author worked the thesis in ways to identify

aspects or features that an E-tailing website should have in order to be successful in Malaysia. The first two objectives were also formulated to help achieve this third objective. With the knowledge of what makes an E-tailing website successful as well as the understanding of what online shoppers in Malaysia wants from an E-tailing website, the author managed to identify key aspects or features that the E-tailing website should have in order to attract online shoppers in Malaysia. The author recommended that businesses should put importance in all the six aspects categories but businesses should also prioritize the categories according to what are most important to online shoppers. From the analysis of questionnaire survey responses, the author made an assumption that most online shoppers in Malaysia look at security as the most important aspect out of the six aspect categories, followed by the contents of the E-tailing website, followed by the navigation experiences, followed by functions and features in the E-tailing website that includes the user-generated contents aspects and marketing aspects in the E-tailing website, and lastly the design of the website. The full list of recommendations by the author was presented in Chapter 5. Hence, the third objective of the thesis is achieved. The findings obtained out of the thesis as well as the author's recommendations are not extensive but the author hopes the work of the thesis could help businesses in creating and developing E-tailing websites that are useful, effective, efficient and up for success.

APPENDIX 1. QUESTIONNAIRE SURVEY FORM

Online Shopping Websites

Online version of the survey can be accessed at:

<https://docs.google.com/spreadsheet/viewform?formkey=dHRvVkZvLTdJSTQ0UVBsSIN5aHJ5VUE6MQ>

This questionnaire survey is part of author's research in completing her MBA thesis. This survey seeks to understand the exposure of Internet purchasing in Malaysia. It also aims to identify important factors that help customers to have pleasant and satisfactory online purchasing experience.

The respondents' confidentiality (information and responses to the questions) will be protected throughout the study and in any future publications of the findings.

Thank you in advance for your time and effort in completing the questionnaire questions.

Section A: Personal Particulars:

1. Gender:

☐ Male

☐ Female

2. Age Group:

☐ Less than 20

☐ 20 - 29

☐ 30 - 39

☐ 40 - 49

☐ 50 - 59

☐ 60 - 69

☐ 70 and above

3. Ethnic Group:

☐ Malay

☐ Chinese

☐ Indian

☐ Other (Please specify):

4. Current Residing State (or Federal Territories) in Malaysia:

i. State:

5. Home Residing City & Country (if applicable):

i. City & Country:

6. What is your profession (Occupation):

7. How much is your monthly income (RM)?:

- ☐ Less than 1,000
- ☐ 1,000 – 3,000
- ☐ 3,000 – 5,000
- ☐ 5,000 – 10,000
- ☐ 10,000 and above

Section B: Exposure to Internet Purchasing:

1. Have you purchased products / services online before?

- ☐ Yes
- ☐ No

If you answered “Yes”, please answer the following Questions and proceed to Section D.

If you answered “No”, please proceed to Section C.

2. How often do you purchase online?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Few times in a year

I have done online purchasing _____time(s) thus far in my life.

3. What kind of products or services have you bought online? (e.g. flight tickets, camera, apparels, home electronics, sports equipments, etc)

(Please specify them in this text box)

4. Please list the website(s) from which you had made purchases

(Please list them in this text box)

5. How were your experiences of online purchasing thus far?

- ☐ Very bad
- ☐ Bad
- ☐ Fair
- ☐ Good
- ☐ Very good

6. Would you elaborate the reasons to your answer in Question 5 above?

(Please write them in this text box)

Note: Please proceed to Section D.

Section C: Concerns

1. Have you visited any websites where you can buy things or services from?
☐ Yes ☐ No

2. Why have you not make any online purchase before? Please choose all that applies to you.
 - ☐ Products are cheaper offline
 - ☐ I do not trust the seller
 - ☐ I do not trust the payment system
 - ☐ There were no photos for the product I was looking for
 - ☐ I wanted to see and touch the real physical product
 - ☐ There were no user reviews on the website regarding the product I wanted to buy
 - ☐ I wanted to speak to real salesperson
 - ☐ The websites I visited were too messy
 - ☐ It took too long to load a page in the website
 - ☐ The online purchasing process seems complicated
 - ☐ I do not have easy access to the Internet
 - ☐ Others:

(Please specify as many reasons you have in this text box)

Note: Please proceed to Section D. Please rate each item described in Section D below in accordance with its importance in your decision to purchase online.

Section D: Importance

This section of the survey aims to identify important factors that help customers to have pleasant and satisfactory online purchasing experience.

Please rate the each item in this section in the scale from 1 (Least Important) to 5 (Most Important), in accordance with its importance in your decision to purchase online.



Note: The term ‘Product’ includes physical tangible products as well as services

	Description Items	Importance Scale
Navigation	Time needed to load a page (Faster the better)	
	“You are Here” information (Information that shows which part of the website you are currently in. For Example a one line information such as ‘Home > Shoes > Rain Boots’)	
	Capability to show only products of your interest (e.g. Availability of Filtering / Refining options that allows you to see only products of your interest)	
	“Search” bar located at an easy to reach place	
	Effectiveness of the “Search” engine (Capability to produce accurate or closest possible search results)	
	Capability to sort (or re-arrange) your search results (E.g. Arranging the search results from lowest to highest price, by popularity or arranging by user ratings)	
	Capability to narrow down your search results (E.g. Filtering / Refining options that allows you to further narrow down your search results)	
	Capability to remove filtered selections or filtered search results (e.g. clear all narrowed selections and show you all products or services)	
	Existence of Pop-up advertisements (Pop-up is a type of window that appears on top of (over) the browser window of a Website you visit.)	

Contents of the Online Shopping Websites	Capability to choose to show all products of a sub category in one page	
	Show the price of the products	
	Availability of critical relevant information regarding the product, when compatibility matters (E.g. This bag can fit a 13" laptop, a compact camera and it has a dimension of 14.5"x12.5"x3.5")	
	Show as many photos as possible for a product	
	Reveal availability of product as soon as possible (before adding desired products to shopping cart)	
	Availability of alternative seller information if product stock is unavailable (E.g. Lists of other websites or physical stores which you can purchase the product from)	
	Availability of 'About Us' page in the website (E.g. Information regarding the company or the people behind the Online Shopping website)	
	Availability of 'Contact Us' page in the website (E.g. Information on how to get in touch with the company or people of the Online Shopping website)	
	Availability of 'Frequently Ask Questions (FAQs)' page in the website (E.g. Answers to questions you may have regarding their services or products)	
	Accurate Headlines and relevant contents in the website (Availability of information or contents that you expect from the website)	
	Regular updates to the website	
Functions and Features	Availability of forums (Forum is like a virtual discussion group, in which participants with common interest can exchange messages)	
	Availability of product reviews by other buyers or editors	
	Availability of subscription to receiving periodic electronic newsletter	
	Availability of subscription to receiving new products or new innovation announcements	
	Will freebies or sample products encourage you to purchase more often from the same website?	
Security	Availability of 'Order Confirmation' page after purchase is made (A page that lets you know your purchase is made successfully)	
	Availability of 'Order Confirmation' email notification after purchase is made (An email is sent to you to let you know your purchase is made successfully)	

	Availability of Order and Shipping details after purchase is made (Information regarding your purchased product and if it is a tangible product; how will it be sent to you)	
	Availability of 'Disclosure Policy' page (Policy regarding the protection of your information provided to the website)	
	Availability of 'Refunds Policy' page (Policy regarding returning or canceling purchased products)	
	Seller stresses on the use of security in their websites	
Design	How important is the overall look and feel of the website's design to you?	

Importance Ranking:

Please rank the following items from the Most important to the Least important.

Rank 1 being the Most Important through to Rank 5 being the Least Important. Please ensure that each rank is used only once.

For example:

Item	(Correct Responses) Rank	(Incorrect Responses) Rank
Navigation Experience	2	1
Website Content	3	1
Functions & Features available in the website	5	3
Security aspects	1	2
Website Design	4	3

Please fill in the "Rank" column:

Item	Rank
Navigation Experience	
Website Content	
Functions & Features available in the website	
Security aspects	
Website Design	

What other factors that were not mentioned in this section but are important to you in order for you to make purchases from the website you are visiting?

(Please specify them in this text box)

Thank you very much for your precious time and effort in participating in this questionnaire survey. Your response is much appreciated and be rest assured that your personal particulars and responses will be used only for the purpose of the author's MBA thesis completion.

APPENDIX 2. QUESTIONNAIRE RESPONSES

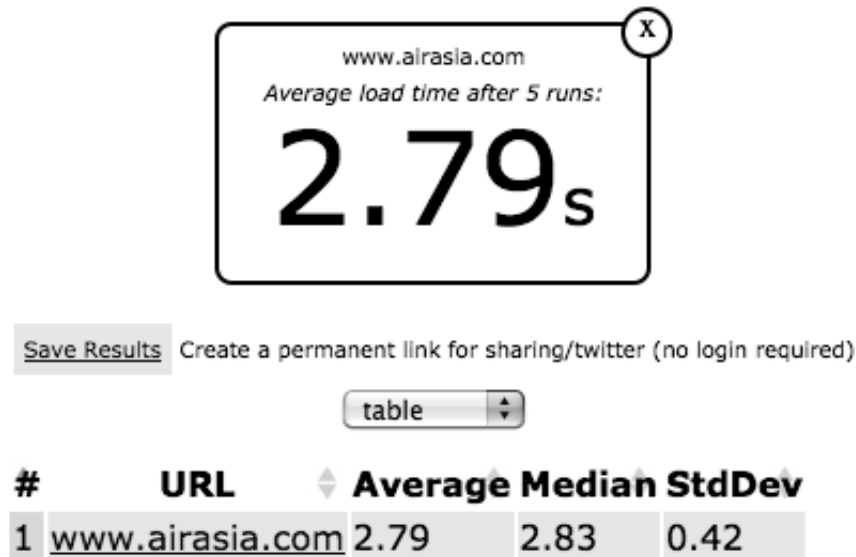
	4) Current Reading Site (or previous) in Malaysia	5) Home Reading City and Country (if applicable)	6) What is your profession/industry?	7) How much do you pay monthly?	8) How often do you purchase any product or service from the Internet (last)?	9) How many times have you purchased online so far?	10) What kind of products or services have you bought?	11) Please tell the website that you are using this time?	12) How was your experience when you first bought online?	13) How do you rate the website?
1	Chinese	Negeri Sembilan	Administration Manager	5,000 - 10,000	Weekly	1 time in this week	Flight tickets mostly on www.airasia.com (left) Good	www.airasia.com (left)	Very Good	1) How you visited any website where you can pay charge or services (Gadgets, I want)?
2	Chinese	Kuala Lumpur	Technical Consultant	More than 10,000	Five times in a year	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	2) How you visited any website where you can pay charge or services (Gadgets, I want)?
3	Chinese	Selangor	Author	More than 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	3) How you visited any website where you can pay charge or services (Gadgets, I want)?
4	Chinese	Selangor	Yoga Instructor	1,000 - 3,000	On need basis	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	4) How you visited any website where you can pay charge or services (Gadgets, I want)?
5	Chinese	Kuala Lumpur	pass	3,000 - 5,000	Five times in a year	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	5) How you visited any website where you can pay charge or services (Gadgets, I want)?
6	Chinese	Selangor	self employed	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	6) How you visited any website where you can pay charge or services (Gadgets, I want)?
7	Chinese	Selangor	Advertising Executive	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	7) How you visited any website where you can pay charge or services (Gadgets, I want)?
8	Chinese	Kuala Lumpur	Freelance Property	1,000 - 3,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	8) How you visited any website where you can pay charge or services (Gadgets, I want)?
9	Chinese	Negeri Sembilan	Author	5,000 - 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	9) How you visited any website where you can pay charge or services (Gadgets, I want)?
10	Chinese	Kuala Lumpur	Software Consultant	5,000 - 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	10) How you visited any website where you can pay charge or services (Gadgets, I want)?
11	Chinese	Kuala Lumpur	IT Manager	5,000 - 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	11) How you visited any website where you can pay charge or services (Gadgets, I want)?
12	Chinese	Kuala Lumpur	Lawyer	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	12) How you visited any website where you can pay charge or services (Gadgets, I want)?
13	Chinese	Kuala Lumpur	IT Service Manager	5,000 - 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	13) How you visited any website where you can pay charge or services (Gadgets, I want)?
14	Chinese	Kuala Lumpur	Businessman	More than 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	14) How you visited any website where you can pay charge or services (Gadgets, I want)?
15	Chinese	Kuala Lumpur	Consultant	More than 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	15) How you visited any website where you can pay charge or services (Gadgets, I want)?
16	Chinese	Kuala Lumpur	Director	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	16) How you visited any website where you can pay charge or services (Gadgets, I want)?
17	Chinese	Selangor	Business Analysts	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	17) How you visited any website where you can pay charge or services (Gadgets, I want)?
18	Chinese	Selangor	Technical Consultant	5,000 - 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	18) How you visited any website where you can pay charge or services (Gadgets, I want)?
19	Chinese	Selangor	IT Analyst	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	19) How you visited any website where you can pay charge or services (Gadgets, I want)?
20	Chinese	Selangor	Home maker	Less than 1,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	20) How you visited any website where you can pay charge or services (Gadgets, I want)?
21	Chinese	Kuala Lumpur	System Analyst	5,000 - 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	21) How you visited any website where you can pay charge or services (Gadgets, I want)?
22	Chinese	Johor	IT	More than 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	22) How you visited any website where you can pay charge or services (Gadgets, I want)?
23	Chinese	Kuala Lumpur	Admin and Operations	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	23) How you visited any website where you can pay charge or services (Gadgets, I want)?
24	Chinese	Kuala Lumpur	Admin	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	24) How you visited any website where you can pay charge or services (Gadgets, I want)?
25	Chinese	Negeri Sembilan	Analyst Programmer	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	25) How you visited any website where you can pay charge or services (Gadgets, I want)?
26	Chinese	Selangor	IT Risk & Compliance	5,000 - 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	26) How you visited any website where you can pay charge or services (Gadgets, I want)?
27	Chinese	Selangor	Sales Support	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	27) How you visited any website where you can pay charge or services (Gadgets, I want)?
28	Chinese	NS, Malaysia	Educational	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	28) How you visited any website where you can pay charge or services (Gadgets, I want)?
29	Chinese	Kuala Lumpur	Sales at home mum	Less than 1,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	29) How you visited any website where you can pay charge or services (Gadgets, I want)?
30	Chinese	Kuala Lumpur	Sales	More than 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	30) How you visited any website where you can pay charge or services (Gadgets, I want)?
31	Chinese	Selangor	Telecom Network design	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	31) How you visited any website where you can pay charge or services (Gadgets, I want)?
32	Chinese	Selangor	Financial Advisor	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	32) How you visited any website where you can pay charge or services (Gadgets, I want)?
33	Chinese	Kuala Lumpur	Engineer	More than 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	33) How you visited any website where you can pay charge or services (Gadgets, I want)?
34	Chinese	Selangor	Technical Consultant	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	34) How you visited any website where you can pay charge or services (Gadgets, I want)?
35	Chinese	Kuala Lumpur	Sales	5,000 - 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	35) How you visited any website where you can pay charge or services (Gadgets, I want)?
36	Chinese	Kuala Lumpur	IT Programmer	5,000 - 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	36) How you visited any website where you can pay charge or services (Gadgets, I want)?
37	Chinese	Kuala Lumpur	Sales	5,000 - 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	37) How you visited any website where you can pay charge or services (Gadgets, I want)?
38	Chinese	Selangor	Software Engineer	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	38) How you visited any website where you can pay charge or services (Gadgets, I want)?
39	Chinese	Selangor	Lawyer	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	39) How you visited any website where you can pay charge or services (Gadgets, I want)?
40	Chinese	Kuala Lumpur	IT Researcher	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	40) How you visited any website where you can pay charge or services (Gadgets, I want)?
41	Chinese	Kuala Lumpur	IT Researcher	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	41) How you visited any website where you can pay charge or services (Gadgets, I want)?
42	Chinese	Selangor	Programmer	5,000 - 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	42) How you visited any website where you can pay charge or services (Gadgets, I want)?
43	Chinese	Johor	Storage Procurement	More than 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	43) How you visited any website where you can pay charge or services (Gadgets, I want)?
44	Chinese	Selangor	Lecturer	5,000 - 10,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	44) How you visited any website where you can pay charge or services (Gadgets, I want)?
45	Chinese	Melaka	Civil Engineer	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	45) How you visited any website where you can pay charge or services (Gadgets, I want)?
46	Chinese	Selangor	Design Authority	3,000 - 5,000	Monthly	1 time in this week	10. Toys, New Ties, F. Amaze, Mr. Asia, USP, Very Good	www.airasia.com (left)	Very Good	46) How you visited any website where you can pay charge or services (Gadgets, I want)?
47	Chinese	Kuala Lumpur	Yes	Yes	Yes	Yes	Yes	Yes	Yes	47) How you visited any website where you can pay charge or services (Gadgets, I want)?

	2) Why have you not made any online purchases before? Please choose all that applies to you	3) "You are here" information	4) "Search" has located at least one way to reach products of your interest	5) Effectiveness of the "Search" engine	6) Capacity to sort (or re-arrange) your search results	7) Capacity to narrow down your search results	8) Capacity to remove filtered sections or filtered search results	9) Existence of Pop-up advertisements	1) Capacity to choose to show all products of a sub category in one page	2) Show the price of the products	3) Availability of critical relevant information regarding the product, when searchability matters	4) Show as many photos as possible for a product	5) Revised availability of product as soon as possible (before adding desired products to shopping cart)	6) Availability of alternative seller information if product stock is unavailable	7) Availability of About Us page in the website
1															
2	I'm hanging and slow down	5	4	3	4	5	5	5	1	4	5	5	5	5	4
3		5	5	5	5	5	5	4	2	5	5	5	5	5	3
4		5	4	3	4	5	5	4	2	5	5	5	5	5	3
5		5	3	3	5	4	5	3	2	4	5	5	5	5	3
6	I've piece or worse, lost it	4	5	5	4	4	5	4	1	3	4	5	5	4	4
7		4	4	5	5	5	5	4	1	4	5	5	5	5	4
8	I get more protection for products purchase	5	4	5	5	2	5	5	1	3	5	5	5	5	4
9	I wanted to see and to	4	4	3	3	4	4	4	4	4	4	2	3	3	3
10		5	4	5	5	4	5	4	4	4	5	5	5	4	5
11		5	3	4	5	4	3	3	1	3	5	5	4	4	2
12	I don't like to know if you can	5	5	5	5	4	5	4	1	5	5	5	5	5	3
13		5	4	1	3	5	4	4	1	5	4	5	5	4	4
14	lost of the time, my pc	5	5	5	5	5	5	5	1	5	5	5	5	5	5
15		5	3	3	3	3	3	3	3	3	3	3	3	3	3
16		5	5	5	3	4	5	5	4	4	5	5	4	5	2
17		5	3	3	4	4	4	4	3	4	5	5	5	4	4
18		5	3	4	5	2	2	3	1	3	5	5	5	4	4
19	need to know if you can	5	4	3	5	4	4	3	1	3	5	5	5	4	3
20		4	4	5	4	5	4	3	1	4	5	5	5	4	2
21		5	4	3	3	3	3	3	3	3	3	3	3	3	3
22	I'm dealing online.	5	5	5	5	5	5	5	3	5	4	3	3	5	3
23		5	3	3	5	5	3	3	1	1	5	5	5	5	5
24		4	4	4	4	3	4	4	1	3	4	4	4	4	4
25	I do not trust the paym	5	5	5	4	4	4	4	1	3	4	4	4	4	3
26		4	3	4	4	5	4	4	4	4	4	3	3	3	4
27		5	3	5	5	5	5	3	1	3	4	3	3	3	4
28		3	3	3	4	4	2	4	3	4	5	3	3	5	3
29	It comes to my cooriste	4	5	4	5	5	5	5	2	5	5	4	5	5	3
30		5	4	4	5	4	4	4	2	5	5	4	4	5	4
31		5	5	5	5	3	5	3	1	5	5	4	5	5	5
32	I do not trust the paym	5	4	5	5	4	5	5	1	3	5	4	5	5	4
33		5	4	5	5	5	3	3	1	4	5	5	5	4	4
34	I do not trust the paym	5	4	5	5	5	4	4	1	4	5	5	5	5	4
35	I do not trust the seller	5	4	5	5	5	4	4	2	3	5	5	5	4	3
36	I do not trust the seller	5	4	4	5	5	5	5	2	3	5	5	5	4	2
37	I do not trust the seller	5	4	4	2	2	2	3	1	5	5	5	5	4	1
38		3	4	4	4	4	4	4	2	4	5	5	5	4	3
39		4	4	4	3	4	4	4	1	3	5	4	4	4	2
40	I and some of them ha	5	5	5	5	3	4	4	1	5	5	5	5	3	1
41		4	4	3	5	4	4	4	2	3	5	5	5	4	4
42	Products are cheaper	2	4	4	4	4	4	4	2	4	4	3	3	4	4
43		5	5	5	5	5	5	5	1	4	5	5	5	5	4
44		5	4	4	5	5	5	4	1	3	5	5	5	5	3
45		4	4	4	4	4	4	4	3	3	5	5	5	5	3
46		4	4	4	4	4	4	4	4	4	5	3	4	4	4
47		5	3	3	5	5	3	5	1	4	5	3	3	4	2
48	I purchase online. To me,	5	4	4	4	4	4	4	3	4	5	4	4	4	5
49	I'm purchasing - 1) poor	5	5	3	5	3	3	3	1	3	5	5	4	3	4
50		5	4	4	4	4	4	3	2	3	4	3	3	4	3
51		5	4	4	4	4	4	4	1	4	5	5	4	4	4
52		5	4	4	5	5	5	4	1	3	4	5	5	4	3
53	I'm useful items of fig	5	2	4	5	5	4	4	1	2	5	5	5	4	1

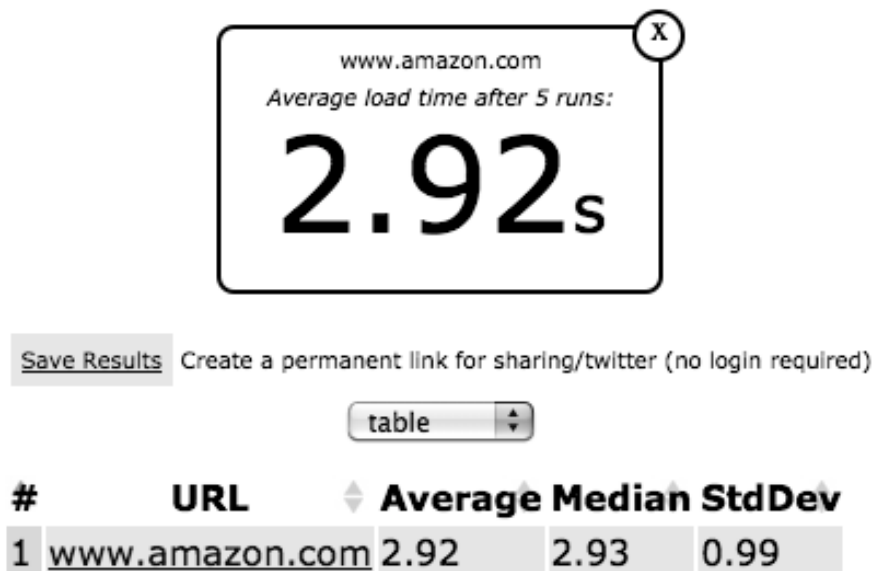
What other factors had you considered in the questionnaire but were not mentioned in the questionnaire but are important to you in order for you to make a purchase from the online shopping website you are visiting?																	
8) Availability of Content on page in the website	9) Availability of 'Frequently Asked Questions (FAQs)' page in the website	10) Accurate headlines and relevant contents in the website	11) Regular updates to the website	1) Availability of forums	2) Availability of product reviews by other buyers or editors	3) Availability of subscription to receiving periodic electronic newsletter	4) Availability of subscription to receiving new products or new innovation announcements	5) Will freemove or sample products encourage you to purchase more often from the same website?	1) Availability of Order Confirmation page after purchase is made	2) Availability of Order Confirmation email notification after purchase is made	3) Availability of Order and Shipping details after purchase is made	4) Availability of 'Disclosure Policy' page	5) Availability of Returns Policy page	6) Seller stresses on the use of security in their website	How important is the overall look and feel of the website's design to you?	7) Seller stresses on the use of security in their website	8) Seller stresses on the use of security in their website
1	5	5	4	5	4	5	3	3	5	5	5	4	5	5	5	5	5
2	4	4	4	4	4	4	1	1	3	5	5	3	3	4	5	5	5
3	4	2	3	3	2	5	2	2	3	5	5	5	5	4	4	5	5
4	5	4	5	5	4	4	2	2	5	5	5	5	4	5	5	5	5
5	4	3	4	5	3	3	2	2	4	5	5	3	3	4	4	4	4
6	5	4	4	4	4	4	3	3	5	5	5	5	3	4	4	4	4
7	5	4	4	4	3	3	3	3	5	5	5	5	3	4	4	4	4
8	4	4	4	4	3	3	3	3	5	5	5	5	4	4	4	4	4
9	4	4	4	4	3	3	3	3	5	5	5	5	4	4	4	4	4
10	5	5	5	5	4	5	5	5	5	5	5	5	4	4	4	4	4
11	2	3	4	4	1	4	1	1	3	5	5	3	3	4	4	4	4
12	5	5	5	5	4	4	1	1	4	5	5	5	5	5	5	5	5
13	5	5	4	5	5	4	3	4	1	5	5	5	4	4	4	4	4
14	4	4	4	4	4	5	3	3	5	5	5	5	3	4	4	4	4
15	5	5	5	5	4	5	3	3	5	5	5	5	3	4	4	4	4
16	5	3	3	3	3	3	3	3	4	4	4	4	3	4	4	4	4
17	3	3	3	3	3	3	2	2	3	5	5	3	3	4	4	4	4
18	4	3	5	4	1	1	1	2	5	5	5	5	3	4	4	4	4
19	5	4	5	4	3	4	1	1	3	5	5	5	4	4	4	4	4
20	3	3	4	4	3	4	2	2	5	5	5	5	3	4	4	4	4
21	3	3	4	5	4	4	1	1	3	5	5	5	3	4	4	4	4
22	3	3	3	4	4	4	3	4	4	4	4	4	3	4	4	4	4
23	5	4	4	4	4	4	3	3	5	5	5	5	3	4	4	4	4
24	4	4	5	4	4	4	3	3	5	5	5	5	3	4	4	4	4
25	5	5	5	5	5	5	3	3	5	5	5	5	4	4	4	4	4
26	3	1	1	4	3	3	1	1	5	5	5	5	3	4	4	4	4
27	5	4	4	5	4	4	4	4	5	5	5	5	3	4	4	4	4
28	3	3	4	4	4	4	1	1	3	5	5	5	3	4	4	4	4
29	4	4	4	4	4	4	3	3	5	5	5	5	3	4	4	4	4
30	5	3	3	5	1	5	1	1	5	5	5	5	3	4	4	4	4
31	4	3	5	3	3	4	2	2	5	5	5	5	3	4	4	4	4
32	5	5	5	5	4	4	5	5	4	5	5	4	3	4	4	4	4
33	5	3	4	4	4	4	2	2	5	5	5	5	3	4	4	4	4
34	5	4	4	5	4	5	1	1	5	5	5	5	3	4	4	4	4
35	5	5	5	5	5	5	3	3	5	5	5	5	4	4	4	4	4
36	3	1	1	4	3	3	1	1	5	5	5	5	3	4	4	4	4
37	5	4	4	5	4	4	4	4	5	5	5	5	3	4	4	4	4
38	3	3	4	4	4	4	1	1	3	5	5	5	3	4	4	4	4
39	4	4	4	4	4	4	3	3	5	5	5	5	3	4	4	4	4
40	5	3	3	5	1	5	1	1	5	5	5	5	3	4	4	4	4
41	5	3	4	4	2	5	3	2	5	5	5	5	3	4	4	4	4
42	4	4	4	4	4	4	4	4	5	5	5	5	3	4	4	4	4
43	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4
44	5	5	5	5	5	5	3	3	5	5	5	5	3	4	4	4	4
45	5	2	4	5	4	5	3	3	5	5	5	5	3	4	4	4	4
46	4	3	3	3	3	4	3	3	5	5	5	5	3	4	4	4	4
47	3	2	4	4	3	4	3	3	5	5	5	5	3	4	4	4	4
48	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4
49	5	5	5	5	5	5	3	3	5	5	5	5	3	4	4	4	4
50	5	3	3	3	4	4	3	3	5	5	5	5	3	4	4	4	4
51	4	4	4	4	4	4	4	4	5	5	5	5	3	4	4	4	4
52	5	3	3	3	4	4	3	3	5	5	5	5	3	4	4	4	4
53	5	3	3	3	4	4	3	3	5	5	5	5	3	4	4	4	4
54	5	3	3	3	4	4	3	3	5	5	5	5	3	4	4	4	4
55	5	3	3	3	4	4	3	3	5	5	5	5	3	4	4	4	4

	1) Capability to show only products of your interest	2) "Search" bar located at a way to main page	3) Discussion of the "Share" widget	4) Capability to sort (or arrange) your search results	5) Capability to narrow down your search results	6) Capability to remove these directions of these exact results	7) Existence of Pop-up Advertisements	8) Capability to choose to show all products of a sub category in one page	9) Show as many photos as possible for a product	10) Visual availability of product as soon as possible before adding product to cart	11) Availability of alternative information product such as variations	12) Availability of "About Us" page in the website	13) Availability of "About Us" page in the website	14) Accuracy, headlines and relevant contents in the website	15) Regular updates to the website	16) Availability of forum	17) Availability of product reviews by other buyers or editors
1	3	4	4	3	4	4	1	2	4	4	4	4	4	3	3	3	3
2	4	4	4	4	4	4	4	2	4	4	4	4	4	3	3	4	4
3	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
6	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
7	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
8	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
9	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
10	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
11	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
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23	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
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30	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
31	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
32	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
33	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
34	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
35	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
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39	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
40	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
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43	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
44	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
45	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3
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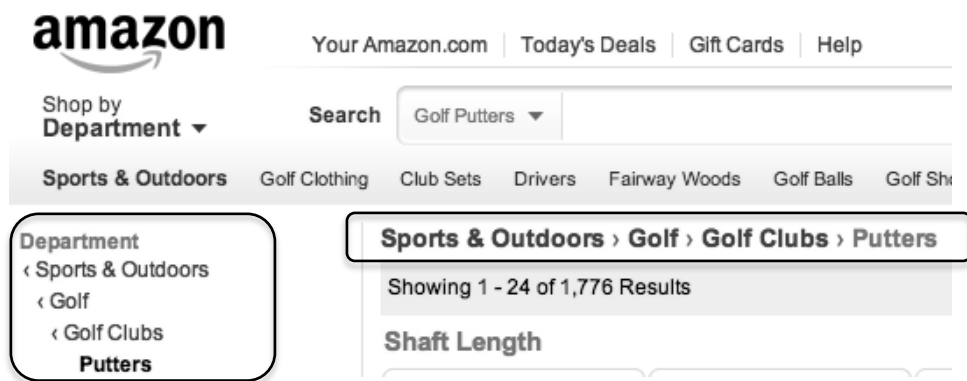
APPENDIX 3. SCREENSHOTS



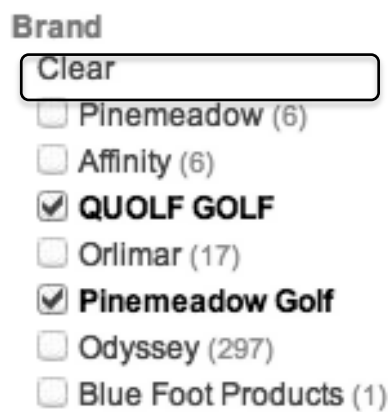
Appendix 3-1 AirAsia.com Page Load Time Analysis by WebWait.com
(Source: www.webwait.com)



Appendix 3-2 Amazon.com Page Load Time Analysis by WebWait.com
(Source: www.webwait.com)



Appendix 3-3 Amazon.com Visitor's Location Information methods: Breadcrumb & Hierarchy
(Source: Amazon.com)



Appendix 3-4 Amazon.com Removing Narrowing Options
(Source: Amazon.com)



[See larger image](#)

Rothco BATTLEFIELD MESSENGER MEDIC BAG

by [Rothco](#)

★★★★☆ (92 customer reviews) | [Like](#) (64)

Price: **\$15.99** & eligible for **FREE Super Saver Shipping** on orders over \$25. [Details](#)

In Stock.

Sold by [ToysNGamesEtc](#) and **Fulfilled by Amazon**. Gift-wrap available.

Want it delivered Wednesday, June 6? Order it in the next 16 hours and 54 minutes, and choose **One-Day Shipping** at checkout. [Details](#)

16 new from \$14.49 **2 used** from \$17.84

FATHER'S
DAY
GIFT GUIDE

Father's Day Shoes Gift Guide

Find the perfect gift for your dad for Father's Day. Come see our [2012 Father's Day Gift Guide](#) for some inspiration on what gifts to get your dad this year.

Product Features

- canvas
- Authentic looking canvas bag with leather closures and metal buckles
- Large interior compartment
- Adjustable shoulder strap
- Dimensions: 12.5" x 11" x 3.5"
- Red Cross Printed on front of bag flap

Product Description

12 OZ STONE WASHED CANVAS SIZE: 12 1/2" x 11" x 3 1/2" COLOR CANVAS - KHAKI WITH "BROWN" MEDICS CROSS SYMBOL LARGE COMPARTMENT WITH FLAP BROWN LEATHER CLOSING STRAPS ADJUSTABLE SHOULDER STRAP HANG TAGS

Product Details

Product Dimensions: 13 x 4 x 11 inches ; 11.8 ounces

Shipping Weight: 11.8 ounces ([View shipping rates and policies](#))

ASIN: B000MIQCDY

Average Customer Review: ★★★★★ (92 customer reviews)

Amazon Best Sellers Rank: #997 in Sports & Outdoors ([See Top 100 in Sports & Outdoors](#))

Would you like to [give feedback on images](#) or [tell us about a lower price?](#)

Appendix 3-5 Example of Critical 'Fit' information of a bag sold in Amazon.com (Source: Amazon.com)



[Click to open expanded view](#)

[Share your own customer images](#)



Appendix 3-6 Magnified view when mouse if pointed at the clock face of the watch (Source: Amazon.com)



Tommy Hilfiger
Tommy Hilfiger Women's 1700161 Red and Navy Reversible Watch

★★★★☆ (52 customer reviews) | [Like](#) (50)

List Price: ~~\$75.00~~

Price: **\$49.00** FREE Super Saver Shipping & Free Returns [Details](#)

You Save: ~~\$26.00~~ (35%)

In Stock.

Ships from and sold by **Amazon.com**. Gift-wrap available.

Want it delivered Wednesday, June 6? Order it in the next 17 hours and 26 minutes, and choose **One-Day Shipping** at checkout. [Details](#)

- Quality Japanese-quartz movement
 - Strong mineral crystal protects dial from scratches and dings
 - Case diameter: 19.5 mm
- ⌵ Show More

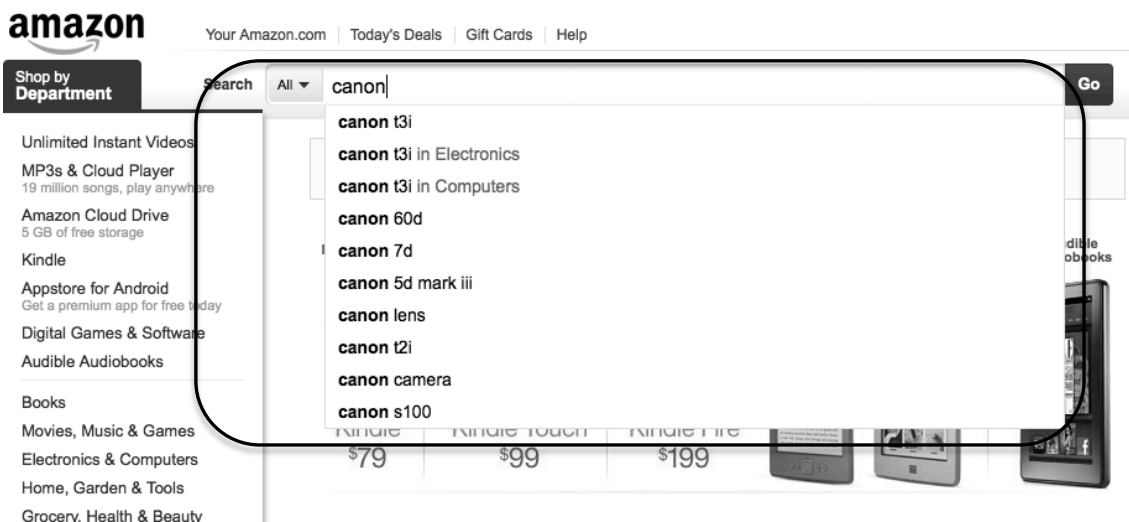
12
MONTH
FINANCING

No Interest if Paid in Full in 12 Months

For a limited time, purchase \$599 or more using the [Amazon.com Store Card](#) and get no interest for 12 months on your entire order if paid in full in 12 months. Interest will be charged to your account from the purchase date if the promotional balance is not paid in full within 12 months. Minimum monthly payments required. Subject to credit approval. [See complete details and restrictions.](#) [See all qualifying watches.](#)

> [See more product promotions](#)

Appendix 3-7 Products that has available stock.
(Source: Amazon.com)



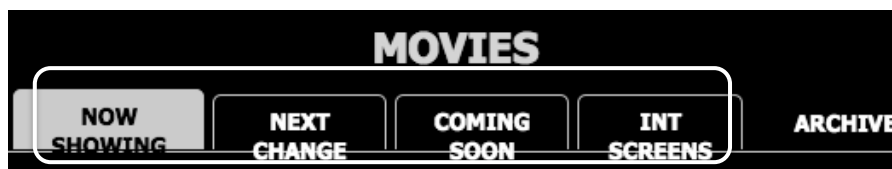
Appendix 3-8 Possible words or phrases as visitor types in search bar.
(Source: Amazon.com)



Appendix 3-9 Gsc.com.my Page Load Time Analysis by WebWait.com
(Source: www.webwait.com)



Appendix 3-10 Gsc.com.my Drop Down Menu for Refining Options
(Source: www.gsc.com.my)



Appendix 3-11 Fonts that do not fit into the design
(Source: www.gsc.com.my)

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